

Press Release



Mud Jeans recycles their first 3.000 Lease Jeans into new jeans.

Recycle Tour to Spain demonstrates the innovative success of the circular concept

Amsterdam, April 15th 2016 —

Mud Jeans is going to recycle their first lot of returned Lease Jeans denims. The first and only denim brand that can genuinely call itself circular, this is because of their launch of 'Lease a Jeans' back in January 2013, this innovative fashion concept means that anyone can lease a pair of jeans for a monthly fee. After use the customers can send their used jeans back and switch them for a new model. In the meantime some 5.000 users have returned their jeans. We upcycled some 2.000 and put them back on offer as vintage jeans and the first 3.000 denims are going to be recycled back to raw denim so we can make new pairs of jeans.

The Mud Jeans team is going to personally bring this first shipment of jeans to Spain, where they will get recycled. The Mud Jeans Recycle Tour will start in Amsterdam on Sunday the first of May and will end on the tenth of May in Valencia. Once there the denims will be shredded into fibres and consequently spun into yarns, dyed and mixed with new cotton it then all gets woven into new denim material. This new material will be made up of 20% recycled material, technically speaking the highest attainable percentage. Having have used less resources and water in the process, we'll use this new denim fabric to make new pairs of denims, which will be available in shops and from our website as of coming autumn (2016). The Mud Jeans team is going to film the whole recycling process at the factory, while Mud Jeans director Bert van Son will explain the complete recycling process. The 2.000 km long trip in an old Landover Defender will be climate neutral.