

Drapers

**FASHION  
FORUM**  
2016



# MUD JEANS







24 Billion Kg

2% Cultivated land



25% all pesticides







8000 Liters







182 M kilo clothing

10 % CO<sub>2</sub>



# ISSUES IN FASHION





**Certified**

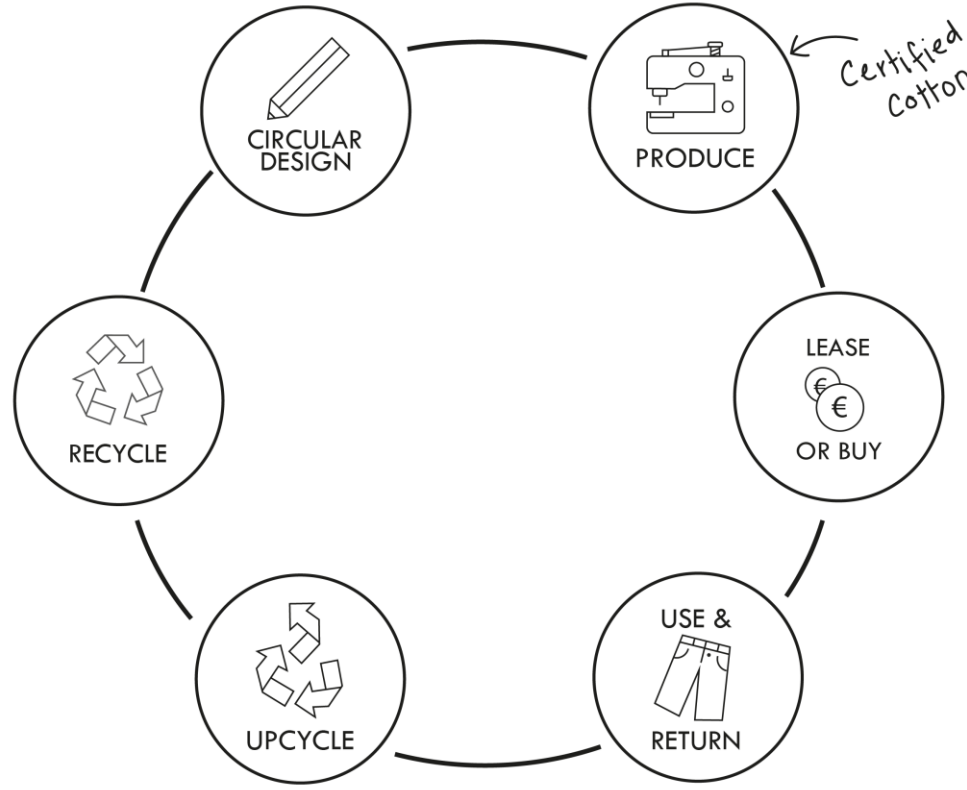


**Corporation<sup>®</sup>**



**social  
enterprise<sup>nl</sup>**









MUD JEANS







A woman with her hair in a bun, wearing a white t-shirt, blue jeans, and a headband, is walking barefoot on a sandy beach. The ocean is in the background under a cloudy sky. The text 'Lease A Jeans' is overlaid on the image.

Lease A Jeans

€7,50 a month



80 %







## #MUDSTORY

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### FREE MICHIEL

Last spring, Michiel spent some weeks in Berlin. With the summer ahead he felt total freedom. Sun, German beer and a Club Mate drink in the morning was all he needed. He spent hours laying in the grass, whipped of his hands after that icecream on Alexanderplatz, and didn't mind becoming dirty.





## #MUDSTORY

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### SURPRISING MARA

Mara thought this would never happen to her: a surprise party for her birthday! But it did. All her friends gathered. And she didn't notice anything. Thinking back, some friends acted weird the week prior to her birthday. The whole act made her smile for the rest of the week. Mara even didn't mind getting older.



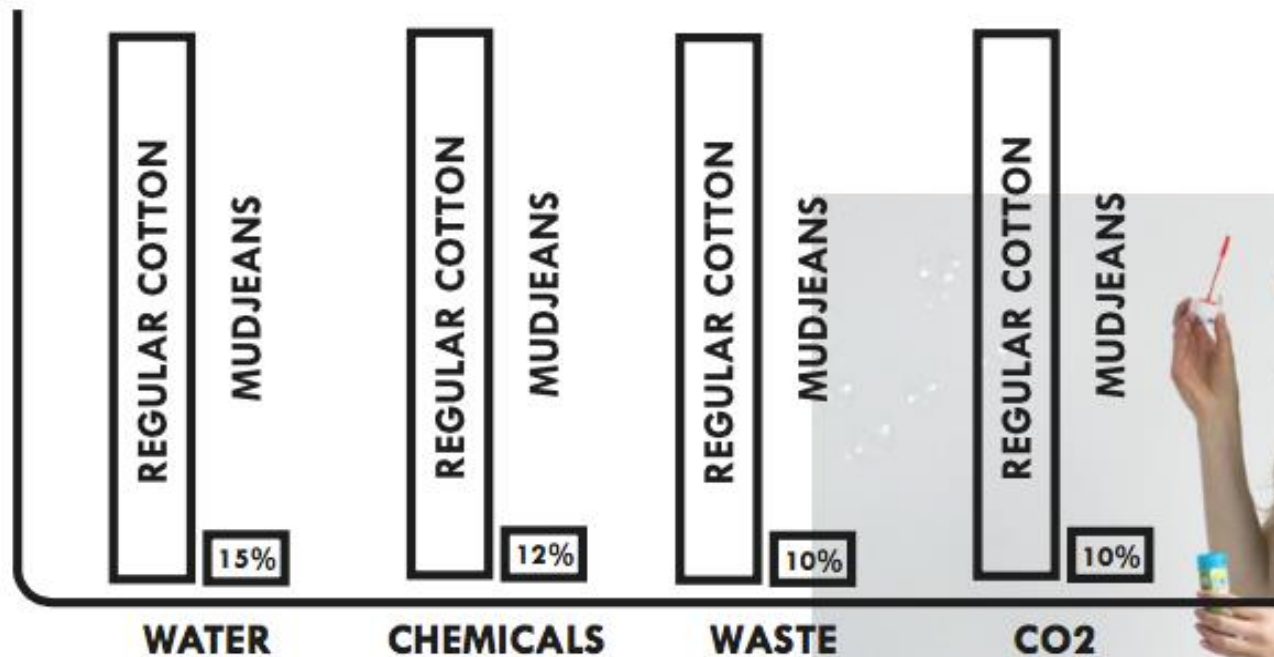




84%  
DENIM











**HOME-TRY  
50% KEEPS 2**



REUSABLE PACKAGING.

**RePack**  
originalrepack.com



SKIRRY HAZEN  
PURE BLUE  
BCI DAVE  
W28 L30



MUD JEANS

THE STORY OF MUD JEANS  
A circular denim world



MUD JEANS

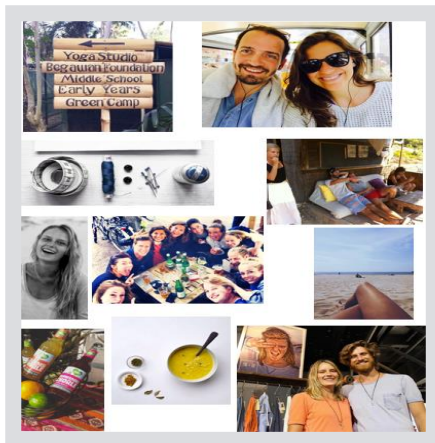
PACKAGING.



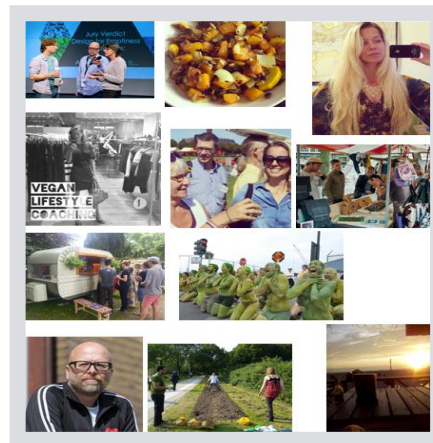
# The Social Explorer



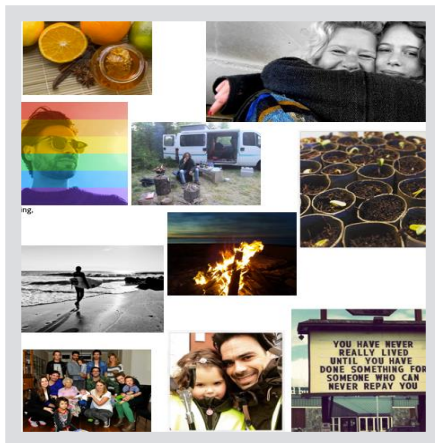




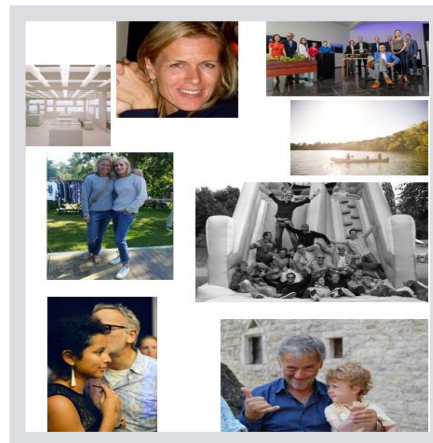
## Hip and Healthy



## Vegan Lovers



## Travellers



## Big Spenders



# FRIENDS FROM CIRCUL'R



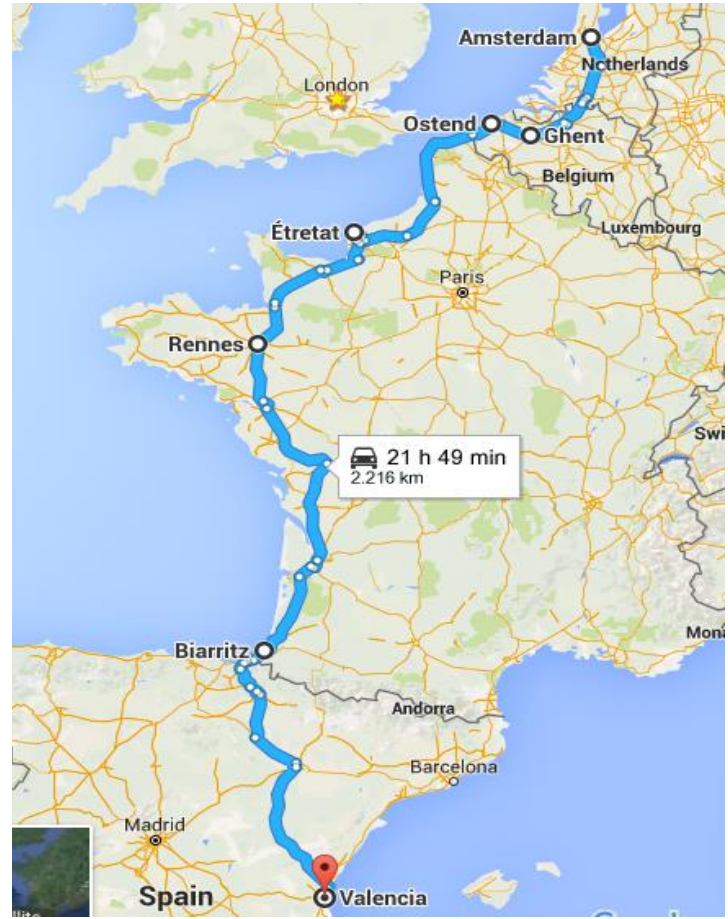


# RECYCLE TOUR

Bring returned lease jeans to the recycle factory

May 1 - Goodbye event Amsterdam

May 9 & 10 - Filming the Recycling Proces



































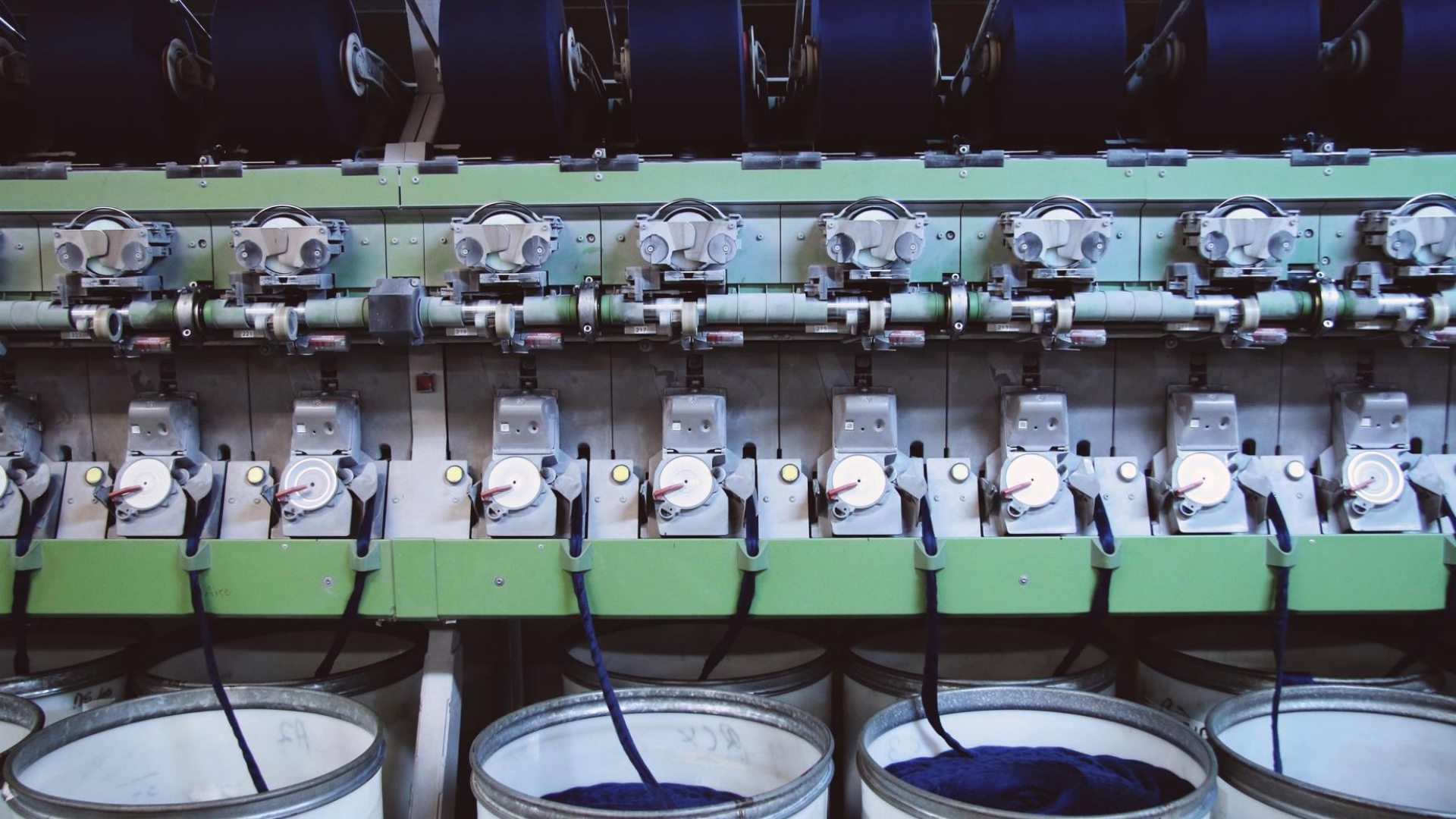




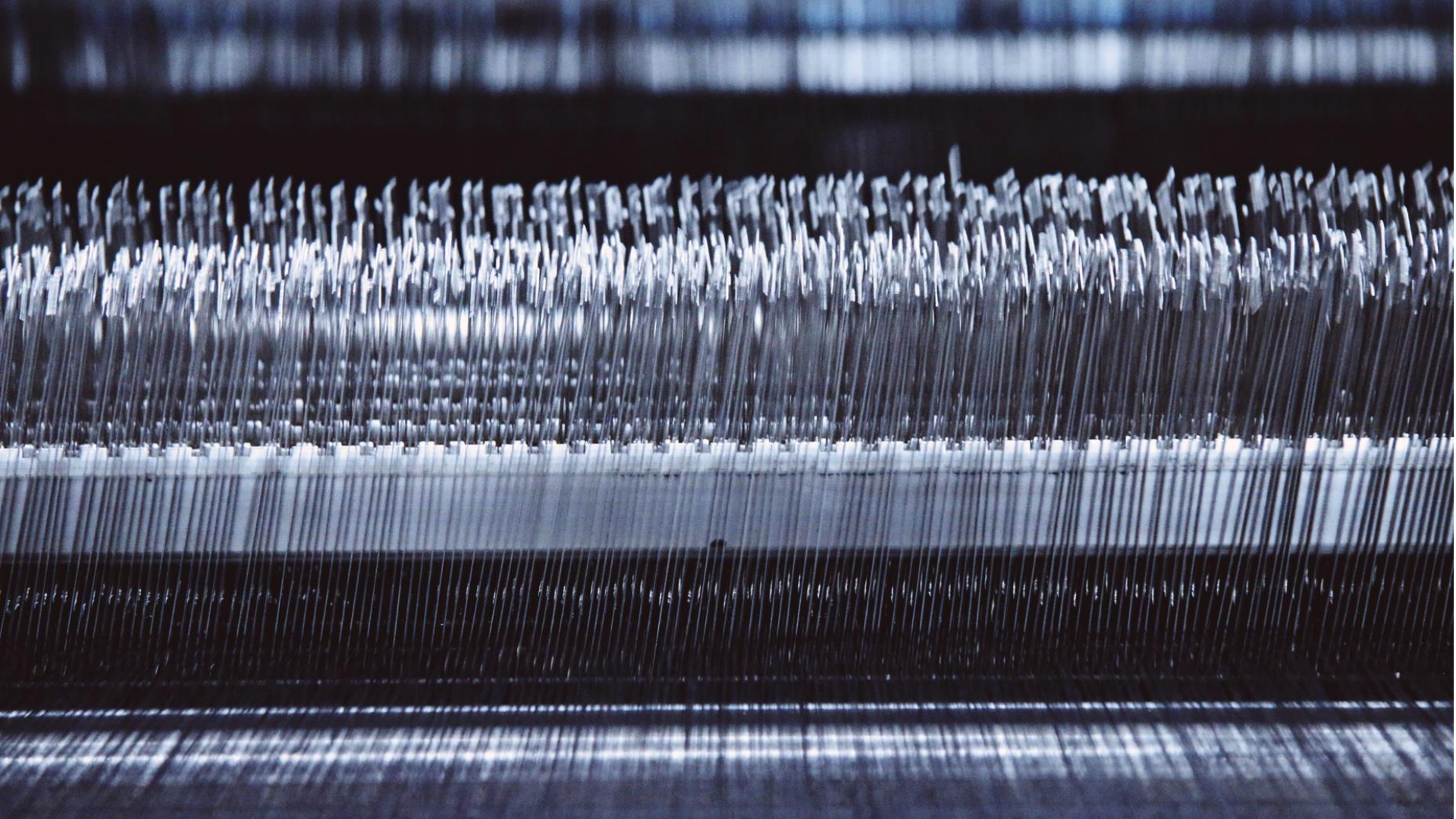
















JUGGAL-BX  
ROLCH522  
151765  
UNIVERSAL WIRE

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MUD JEANS



A photograph of a woman from behind, standing on a wooden balcony. She is looking out over a dense green forest. The text "How does my ass look ?" is overlaid in white on her back.

How does my ass look ?





MUD JEANS