



MUD JEANS







6

CLEAN WATER
AND SANITATION



15

LIFE
ON LAND



3

GOOD HEALTH
AND WELL-BEING





6

CLEAN WATER
AND SANITATION



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LIFE
ON LAND



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GOOD HEALTH
AND WELL-BEING





6 CLEAN WATER
AND SANITATION



15 LIFE
ON LAND



3 GOOD HEALTH
AND WELL-BEING





12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



15 LIFE
ON LAND



3 GOOD HEALTH
AND WELL-BEING



FORCED TO
WORK
EXHAUSTING
HOURS



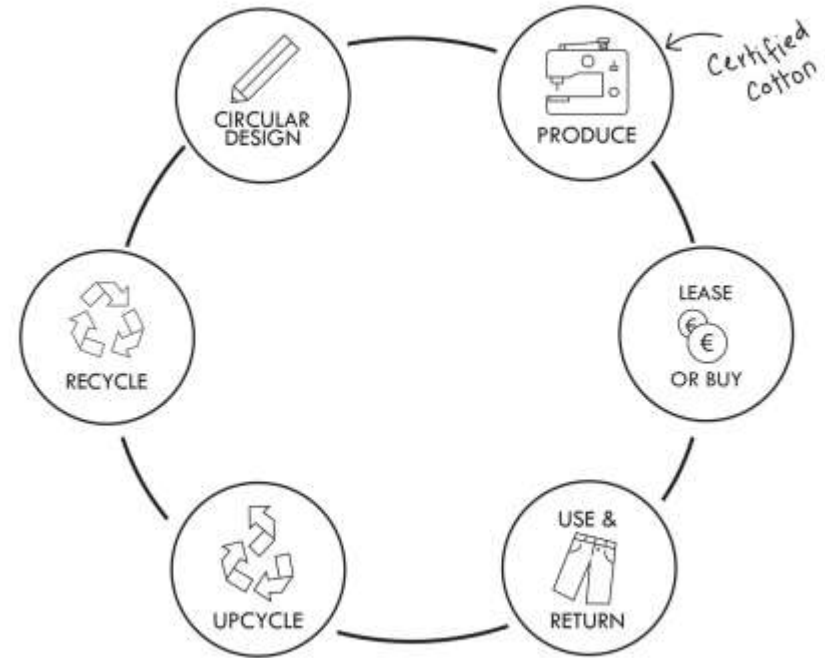
FACTS

1. Clothing second most polluting industry.
2. One jeans takes 8,000 liters of water.
3. Resources become scarcer.
4. Cotton growth accounts for 24% insecticide use.
5. In the Netherlands we throw away 14 kilo's of textiles per person.

Do you need to be the owner?

LEASE A JEANS

€7,50 a month





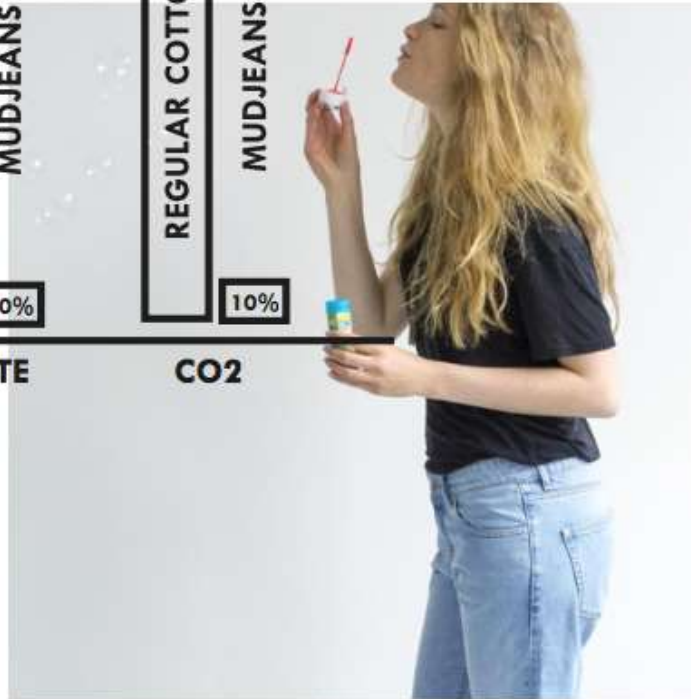
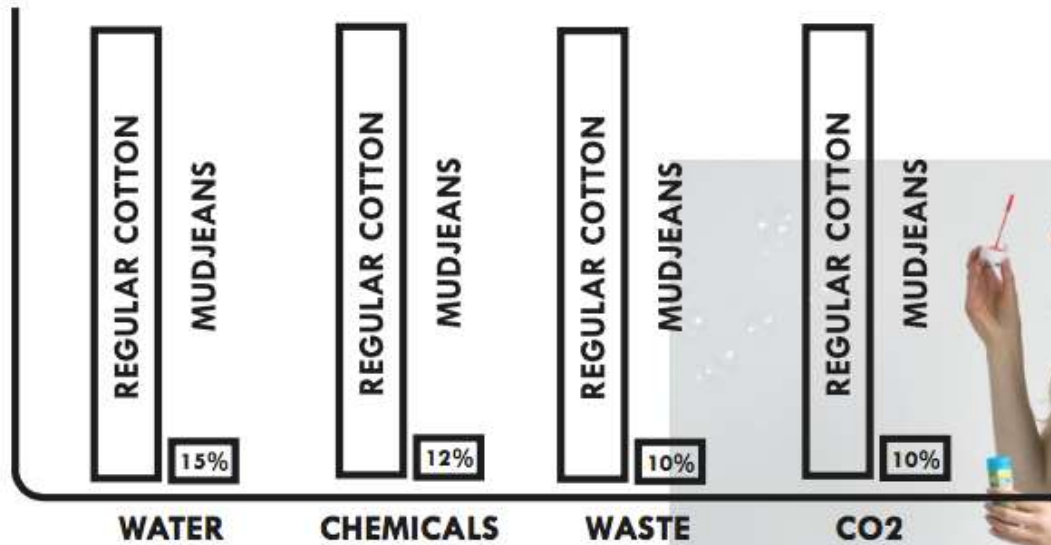
MUD JEANS



40% RECYCLED



Jeans fully made from recycled cotton will be possible. The question is just when - Dion Vijgeboom.



A black and white photograph of two women standing outdoors in a park-like setting. The woman on the left has long, wavy blonde hair and is wearing dark sunglasses, a dark denim jacket, and a light-colored t-shirt with a graphic that includes the words 'SEA SPRAY' and an anchor. The woman on the right has long blonde hair, is wearing a dark beret, dark sunglasses, and a light-colored long-sleeved shirt. They are both smiling and looking towards the right. The background is blurred, showing trees and a park bench. The text 'PERFECT FITS' is overlaid in the center in a bold, red, sans-serif font.

PERFECT FITS

OUR MISSION

To change the fashion industry by taking the most popular fashion item, a pair of jeans.

Producing them in a circular way.
Enabling consumers to participate in our mission.



OUR VISION

We believe that living a sincere and honest life is only possible if we're mindful of nature and people.





SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS

TREND: OWN LESS

Aspirationalists are leading the way from an ownership economy to one driven by access, sharing and collaboration.

Aspirationalists don't necessarily want more material possessions but rather, more meaningful experiences that help them live better.



THE FIVE HUMAN ASPIRATIONS: BBMG

HAPPY SHOPPERS:

"Shopping for new things excites me."



81%
ASPIRATIONALS

34%
ADVOCATES

57%
GLOBAL PUBLIC

RESPONSIBLE CONSUMERS:

"We need to consume less to preserve the environment for future generations."



89%
ASPIRATIONALS

93%
ADVOCATES

75%
GLOBAL PUBLIC

TREND: BUY A STORY

Consumers are beginning to expect more from the brands we choose to support.

Aspirationalists want something to believe in and they want brands to stand for something bigger than incremental product benefits. They want brands to embody an inspiring ethos, to bring a strong point of view and put a flag in the ground.



A woman with dark hair and sunglasses on her head, wearing a white lab coat over a dark long-sleeved shirt, is smiling at the camera. She is standing in a large industrial facility, likely a textile or garment factory. In the background, several other workers, mostly women wearing headscarves and light blue uniforms, are working at long tables. The tables are covered with large sheets of white fabric. The room is brightly lit by overhead fluorescent lights. The text "TRANSPARANCY: TOUR" is overlaid in large white capital letters across the center of the image.

TRANSPARANCY: TOUR









Know your audience.

The conscious
explorer.



THE HIGHEST JEANS



Certified



Corporation



The B Corp Declaration



**DECLARATION
OF INTERDEPENDENCE**

We envision a global economy that uses business as a force for good.

This economy is comprised of a new type of corporation – the B Corporation – which is purpose-driven and creates benefit for all stakeholders, not just shareholders.

As B Corporations and leaders of this emerging economy, we believe:

That we must be the change we seek in the world.

That all business ought to be conducted as if people and place mattered.

That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.

To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.



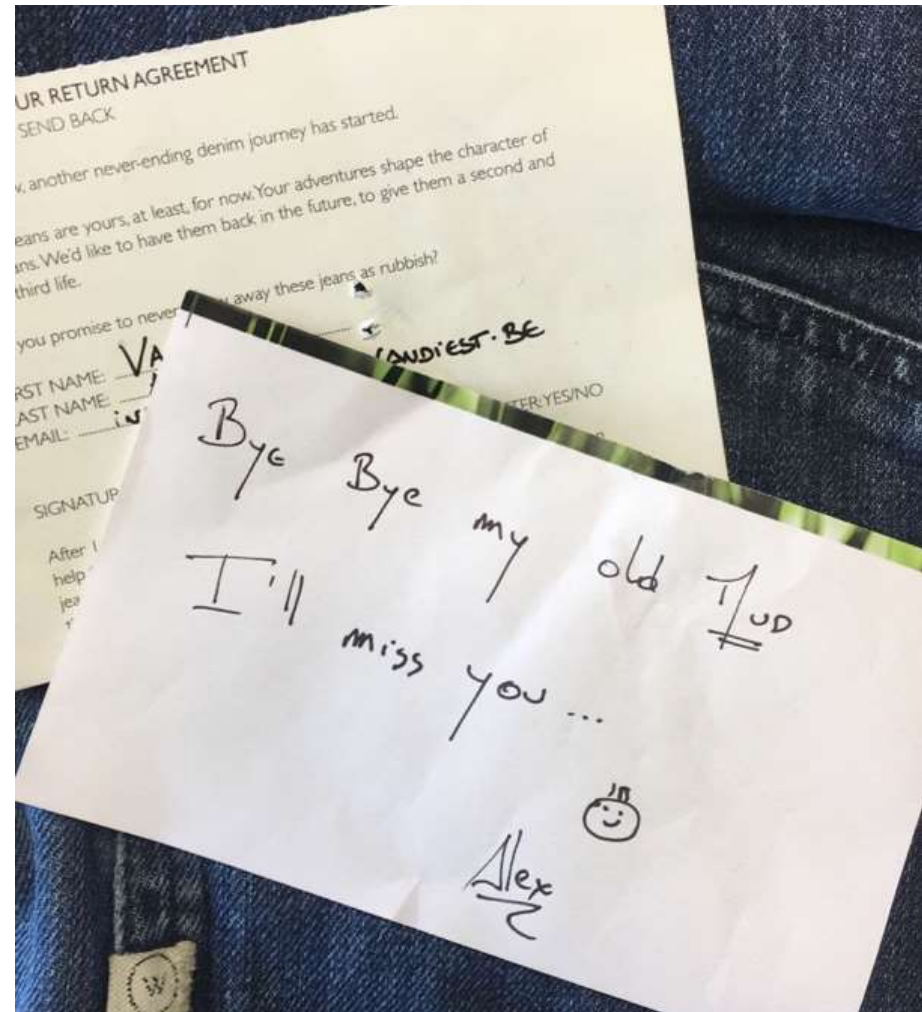
Certified



Corporation

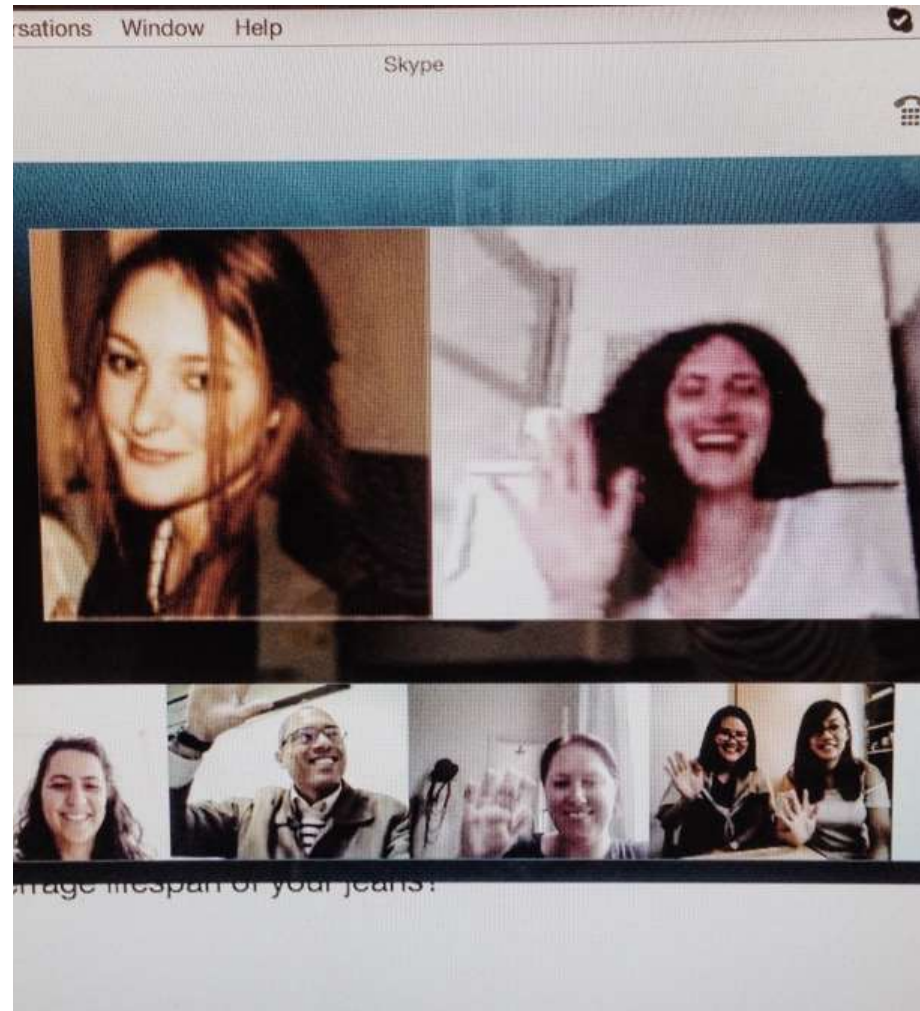
bcorporation.net

Committed customers.





Talented youngsters.





Waarom MUD Jeans spijkerbroeken verhuurt

[LEES HET VERHAAL >](#)

DE KLEUR VAN GELD

Triodos Bank

Nieuwe app Buy the Change Hypotheken De Kleur van Geld

Laatste nieuws

- > Nieuwe Triodos Mobiel Bankieren app (update)
- > Aankoop aandelen Triodos Groenfonds NV tijdelijk niet mogelijk
- > Bankensector presenteert Vertrouwensmonitor 2017

Duurzaam betalen en sparen

Open direct een rekening, geef een wijziging door of lees meer informatie:

- > Leer ons kennen in 1 minuut
- > Open een betaalrekening
- > Open een Jongeren Rekening
- > Geef een wijziging door

Meestgestelde vragen

- > Hoe wijzig ik mijn persoonlijke gegevens?
- > Wat moet ik doen als de batterij van mijn identifier leeg is?
- > Ik kan niet meer inloggen met mijn identifier. Wat nu?
- > Ik weet mijn wachtwoord niet meer. Wat nu?
- > Ik weet mijn gebruikersnaam niet meer. Wat nu?



mudjeans

Volgend



872 berichten

30,3k volgers

1.287 volgend

MUD Jeans

Circular jeans, essential fits. Made from recycled denim and organic cotton. Lease or buy. Creating a world without waste.

bit.ly/2RazCnt

Gevolgd door [jeans.revision](#), [smaterial.nl](#), [livestores](#) + nog 116



Production



Sustainabi...



Quarters



MUD dog

BERICHTEN

GETAGD





MUD JEANS

WALK THE TALK

LEASE YOUR JEANS

CODE : **walkthetalk**

DISCOUNT 20 €



MUD JEANS