

CASE STUDY

MUD Jeans

Company Name

MUD Jeans

Category

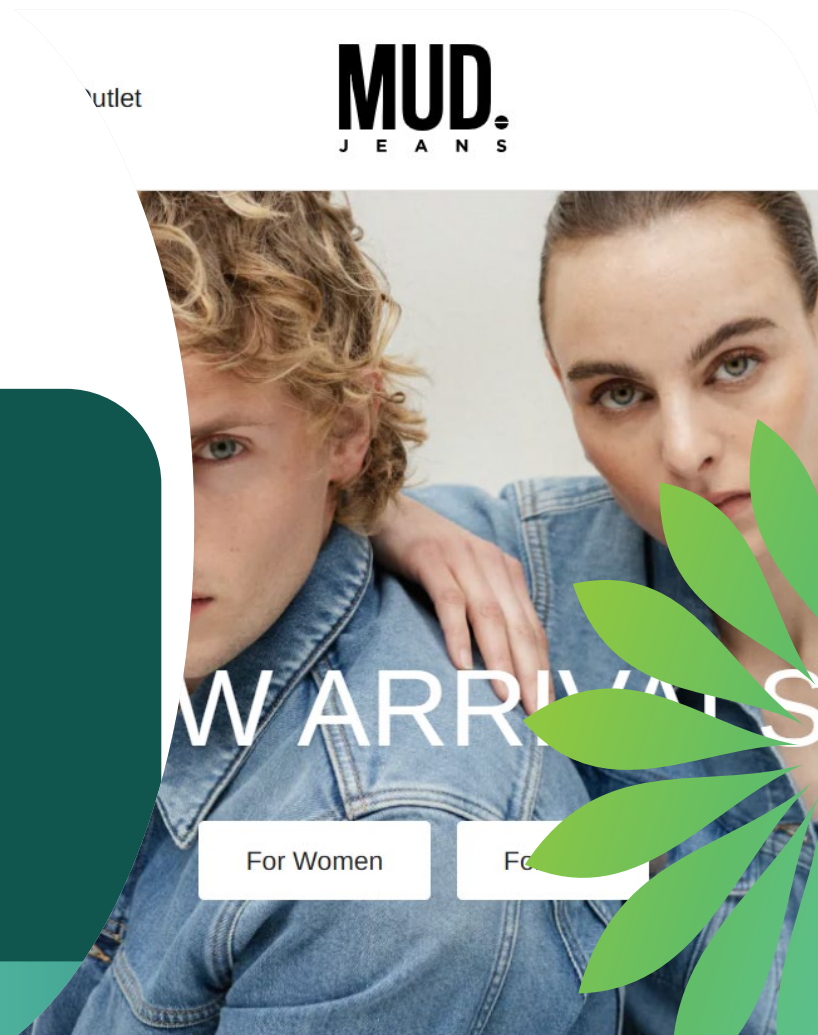
Circular fashion / sustainable denim

Location

Amsterdam, Netherlands

Website

<https://mudjeans.com/?srsltid=AfmBOo rODRIr2IJ1QFAumTyWwQo2CKzzTplFY3 pyLeo8DRkFavFinSVk>



MUD Jeans is a Dutch fashion company that produces sustainable denim using a circular economy model. The brand focuses on reducing waste and environmental impact by using recycled materials, offering repair services and encouraging customers to return used jeans so the fibres can be reused in new products. The company is known for its innovative “Lease A Jeans” model, which allows customers to lease jeans for a monthly fee and return them after use for recycling or reuse.

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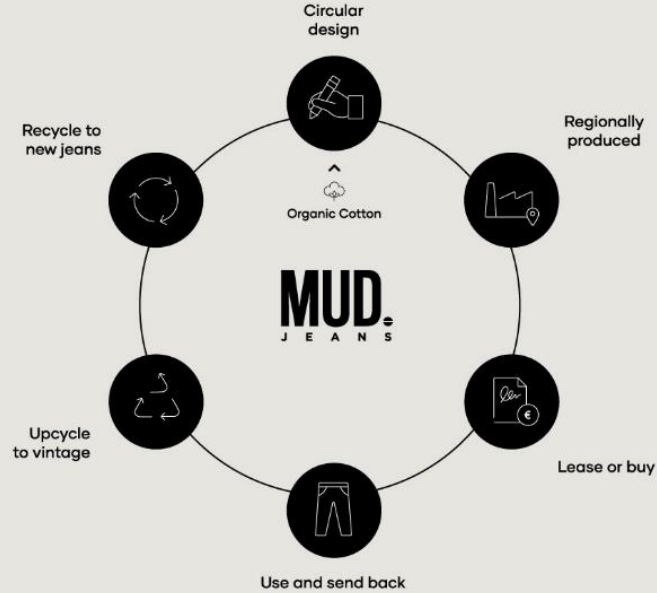
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Background

The fashion industry is one of the most resource-intensive industries in the world, with denim production requiring large amounts of water, chemicals and energy. Fast fashion has also encouraged people to buy clothing frequently and discard it quickly, creating large volumes of textile waste.

MUD Jeans was founded in **2012 by Bert van Son** with the aim of creating a more sustainable alternative to traditional fashion models. The company was built around the principles of the circular economy, meaning products are designed so their materials can be reused rather than discarded.

Since its launch, the brand has positioned itself as a pioneer of circular fashion and has gained international recognition for its innovative business model and environmental focus.

The Problem

The global fashion industry produces large quantities of waste and pollution. A traditional clothing model is linear: raw materials are used to produce garments, the products are sold, worn and eventually thrown away. This system creates several problems:

- Large volumes of textile waste sent to landfill or incineration
- High consumption of water, energy and natural resources in production
- Significant carbon emissions from manufacturing and supply chains
- Short product lifetimes encouraged by fast fashion trends

Denim production is particularly resource-intensive, meaning that improving the sustainability of jeans can significantly reduce the environmental impact of the clothing sector.

The Solution

MUD Jeans created a **circular business model** designed to keep materials in use for as long as possible. Instead of treating old clothes as waste, the company collects and recycles denim fibres to create new products. Key elements of the solution include:

Circular design

MUD Jeans designs its denim products so they can be easily recycled. Many of the jeans contain **up to 40% recycled cotton** sourced from old denim garments.

Lease A Jeans model

Customers can lease jeans by paying a monthly fee instead of buying them outright. After one year, they can return the jeans, exchange them for a new pair, or keep them. Returned jeans are either refurbished or recycled into new denim.

Recycling and reuse

Old jeans returned to the company are checked and either resold as vintage items or recycled into fibres that are used to produce new jeans.

Sustainable production

The company also works with manufacturers that use lower-impact production methods, including water recycling and improved dyeing techniques.

How the Model Works

The MUD Jeans circular model aims to extend the life cycle of denim products and reduce waste.

1. Customers purchase or lease a pair of jeans from the brand.
2. They wear the jeans for as long as possible and can access repair services to extend their lifespan.
3. After the lease period, customers can return the jeans to the company.
4. Returned products are assessed and either:
 - repaired and resold as vintage products
 - recycled into fibres that are used to create new denim.

This system ensures that materials remain in circulation and reduces the need for new raw materials.

OUR VISION

WE STAND FOR ZERO WASTE IN FASHION PRODUCTION
WITHOUT COMPROMISING DESIGN COMFORT AND FIT

The Impact

MUD Jeans has demonstrated that circular fashion can reduce environmental impact while remaining commercially viable.

Some key achievements include:

- Significant reductions in water use and carbon emissions compared with traditional denim production
- Jeans that emit **around 66% less CO₂** than comparable conventional products
- A large proportion of recycled fibres used in production
- Thousands of returned garments reused or recycled instead of discarded

The company has also received several sustainability awards and is recognised as a **certified B Corporation**, meaning it meets high standards of environmental and social performance

Business Model

MUD Jeans combines sustainability with an innovative business approach based on circular principles. Revenue is generated through:

- Sales of sustainable denim products
- The **Lease A Jeans subscription model**
- resale of refurbished denim products
- partnerships with retailers and distributors.

This model encourages customers to return products and participate in recycling systems while providing the company with a continuous relationship with its users.