

The Nudie Jeans Material Tool

Although organic cotton is the main material we work with, we also use other sustainable materials for non-denim products. In 2018, we created the Nudie Jeans Material Tool with the aim of guiding our designers and product developers to achieve Nudie Jeans' goal to work with 100% sustainable materials. The tool is a living document and in 2021 we updated it to clarify that we do not use conventional mohair or cashmere, nor virgin feather and down. The Nudie Jeans Material Tool is based on Made By's Environmental Benchmark for Fibers and the Higg Materials Sustainability Index (MSI). We have chosen these two benchmarks because they complement one another with both a clear classification (Made-By) and more detailed insight into the complexity of the impact of different types of fiber (MSI). Other benchmarks, such as Textile Exchange's Preferred Material Benchmark, in which we participate annually, offer a comparable benchmark of volumes and fiber-type usage from a brand perspective.

Sustainable Fibers

1. Scope: Recycled, recyclable, reused, biodegradable or traceable
2. Scope: Recyclable but not biodegradable, certified virgin materials and certified wool.
3. Scope: Certified animal hair and fibers. For leather: certified organic animal husbandry and vegetable tanning processes.

The Preferred Material Benchmark therefore provides valuable insight into industry material use, rather than serving as a fiber classification tool. We will update our Material tool in accordance with Textile Exchange's new Preferred Fiber and Material Matrix that will be launched in 2022.

The Nudie Jeans Material Tool has three categories of sustainable fibers, all of which are defined as sustainable by Nudie Jeans. By sorting them, we want to highlight the most sustainable and circular fibers, with the aim of pushing our development further and challenging the industry to scrutinize the definition and use of sustainable fibers. In addition to the Sustainable categories, there is a Non-sustainable category for fibers that may be used for Nudie Jeans products that are not defined as sustainable, as well as a Do Not Use category for fibers that should not be used in Nudie Jeans products at all.

Non Sustainable Fibers

4. Scope: Conventional virgin fibers, highly processed chemical usage, lack of controlled animal welfare.

Do not use

5. Based on Nudie Jeans Animal Welfare policy and our position on only using organic cotton.

Sustainable Fibers		
Class 1 ¹	Class 2 ²	Class 3 ³
Recycled cotton	Recycled polyester	Certified alpaca
Post consumer Nudie Jeans	Recycled nylon	Certified yak
Recycled wool	Certified wool	Certified mohair
Traceable, organic, and/or Fairtrade cotton	Certified organic cotton	Certified and vegetable tanned leather
Certified organic jute	Certified organic linen	Certified organic silk
TENCEL™ Lyocell	Certified organic hemp	
FSC® or PEFC™ Pulp	Certified kapok	
Recycled down	Recycled acrylic	

Non Sustainable Fibers ⁴		Do not use ⁵	
Conventional linen	Modal	Virgin feather and down	Conventional silk
Conventional hemp	Virgin polyester	Fur	Conventional cotton
Virgin elastane / spandex	Conventional and virgin wool and animal hair	Hair from animals reared in cages	Fairtrade conventional cotton
Acetate	Virgin nylon	Better Cotton Initiative (BCI)	
Viscose	Virgin acrylic	Leather and skin from wild-caught animals, exotic animals or vulnerable and endangered species	
Bamboo viscose	PLA	Leather from aborted animals such as slink, karakul and Persian lamb	
Cupro	Leather		
	Peace silk		
		Conventional Mohair and Cashmere	