

Founded in Gothenburg in 2001, Nudie Jeans is a Swedish denim company. The brand's denim collection is made from 100% organic cotton with full transparency in production, as well as upcycled and pre-loved denim collections. Available through retailers in Europe, the US, Asia, Australia, and New Zealand. As of 2019, total global revenues reached SEK 489.4 million.



Sub-sector: Apparel / Footwear
Reporting scope: An independent brand
Company size: Medium-sized enterprise
Entry status: Returnee
Survey scope: Full

4

MCI
LEADING

Level 4 - Companies that are pioneering industry transformation.

Strategy score 4	SDGs score 3
Circularity score 4	Materials Portfolio score 4

Materials portfolio

Cotton	Polyester	Polyamide	Manmade Cellulosics	Wool	Down	Leather
4	3	2	3	3	2	1
Sector average 3	Sector average 3	Sector average 2	Sector average 3	Sector average 2	Sector average 3	Sector average 1
Sub-sector average 3	Sub-sector average 3	Sub-sector average 2	Sub-sector average 3	Sub-sector average 2	Sub-sector average 3	Sub-sector average 1
Portfolio progress	Portfolio progress		Portfolio progress	Portfolio progress		
Preferred 100%	Preferred (biobased, recycled) >50%		Preferred >50%	Preferred 100%		
				Top 10 by volume		
				Recycled 10		