



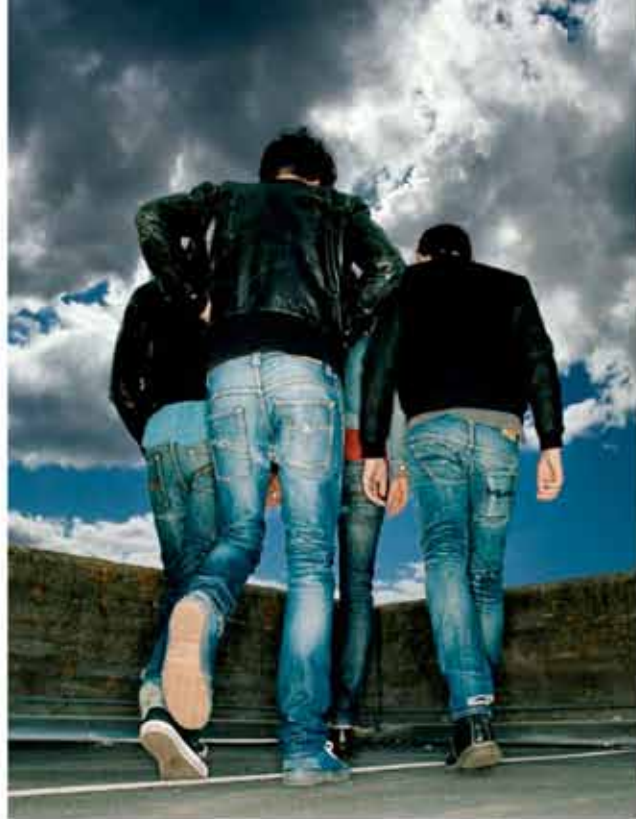
Some of the garments in Nudie Jeans' new Backbone program.

## NUDIE JEANS BACKBONE

2011-03-07

Nudie Jeans is a brand with a heart and soul of dry denim. As the perfect complement to dry denim Nudie Jeans launches a new core program on tops. The concept is called Backbone and is a complete jersey program consisting of nine different fits including a tank top, long and short-sleeved t-shirts and a sweatshirt. In addition to the tops there are also two different fits on underwear; briefs and boxers. All products are made of organic cotton and produced in Europe. Each garment comes in recycled paper packaging, confirming the obvious idea that Nudie Jeans stands for simplicity and sustainability.

All products are available in four different colours: off-white, grey melange, indigo and black. You will find them in selected stores in July 2011.



The new concept store in Tokyo's Shinjuku area

# NUDIE JEANS OPENS THE THIRD CONCEPT STORE IN JAPAN

2011-03-07

Nudie Jeans continue its global expansion and it's obvious that Japan is an important market for the Swedish denim company. The store opened last week in Tokyo and the vibrant shopping district Shinjuku.

– Today we have 200 retailers in Japan and to make sure to visualize the full concept and make sure that our core values are communicated it's important to continue to open up concept stores in Japan, says Andreas Åhrman Sales and Marketing Director at Nudie Jeans.

ANKOM 2011



Drop off your  
**REPAIR**  
of Nudie Jeans!  
Give them a new  
**RE USE!**  
Pro-  
**RE DUCE**  
something unique!



## NUDIE JEANS = GOOD ENVIRONMENTAL CHOICE

2011-03-28

Nudie Jeans just got the Swedish Eco label "Bra Miljöval"/ "Good Environmental Choice" for all our second hand jeans!

- For us it's about the reuse of jeans and fabric - cotton fibers last much longer than we normally tend to use or wear them. Customers will therefore get a discount on new purchases if they leave their old jeans to us. We remake and repair each pair in a personal way and sell them again, tagged with the new "Good Environmental Choice" label says Karin Stenmar, CSR Manager at Nudie Jeans.

The new standard and RE- collection will be launched in our own stores in Sweden, the 9th of April. Some of the collected items will be reopened and recycled, woven again and made into new fabric - and jeans. These garments hit the market in autumn 2011.

We at Nudie know it's possible to work with fashion and good quality while aiming towards more sustainable consumption. In addition, we want to make it easier for consumers to extend the life of their garments.

Facts: Bra Miljöval is the ecolabel of SSNC. It is referred to as "Good Environmental Choice" in English. SSNC started ecolabelling in 1988 on laundry detergent and paper. The Swedish Society for Nature Conservation (SSNC) is an environmental organization with power to bring about change.

Nudie JEANS co  
[www.nudiejeans.com](http://www.nudiejeans.com)