



MUD JEANS

2023
LOOKBOOK




DOING
JEANS
DIFFER
ENTLY

Pioneers in circular denim

We are on a mission to create circular jeans that enable you to look and feel your best, while giving back to the planet. MUD Jeans pioneers with jeans, by taking positive action and being transparent.

MUD JEANS



We design on trend denim essentials. Our main collection consists of NOS styles. Premium quality jeans that are always available. Twice a year, new denim styles or innovative washes are added. We feel inspired by the interconnection between people, cities and nature, and how we co-exist in harmony. No pesticides are used in the production of our cotton and we take back every MUD Jeans for recycling.



2023
LOOKBOOK

Frontrunners in circular denim

MUD Jeans is the first circular denim brand in the world. We stand for minimum depletion of resources and maximum re-use. We offer high quality jeans, jeans that look good and do good. By carrying out a yearly Lifecycle Analysis, we know the environmental impact of all our jeans.



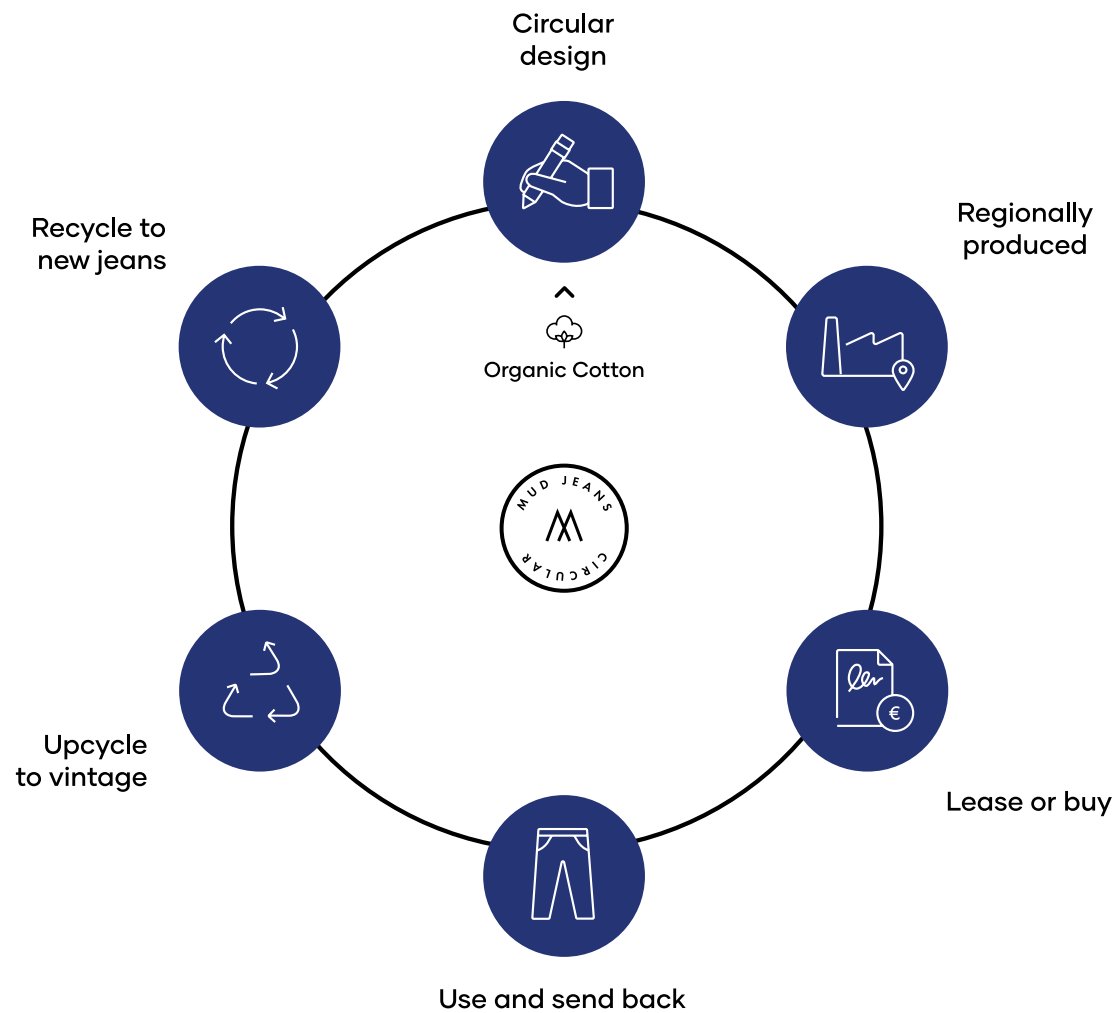
94%
Water

Compared to the industry standard, our jeans save

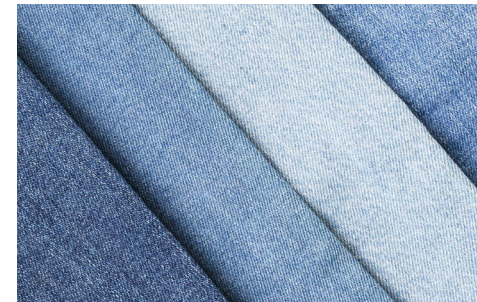
75%
CO₂

Closing the loop

Being circular means rethinking every detail of the product. With our circular philosophy we design denim products that can be reused, recycled and upcycled easily. Worn out jeans are cut into pieces, shredded and blended with new organic cotton. This is how a new denim yarn is born.



Rethinking every detail



We get creative with a small number of fabrics to avoid overproduction.



Our jeans contain up to 40% post-consumer recycled MUD Jeans.



Any non-recycled cotton we use is OCS-certified organic cotton.



Our buttons, zippers and rivets are made from mono-material stainless steel.



We use printed labels instead of leather labels.



We recycle every single pair of MUD Jeans we get back from you.

Transparency and traceability



Watch how we make the jeans



Transparency and traceability are key cornerstones to building an honest brand. We have full traceability of every item that goes into the making of our jeans.

We are unique for the close relationships we hold with our partners. We frequently visit our partner factories, and work collaboratively with them. This not only creates trust and solidarity, but also breeds innovation.

Happy jeans makers make better jeans.



Raw Material: OCS certified organic cotton, Türkiye & India

Recycled Fibre: Recover, Spain

Yarn: Ferre, Spain

Fabric: Tejidos Royo, Spain - Çalik, Bossa, Türkiye

Stitching & Laundry: Yousstex International, Tunisia

Sewing Yarns: Cucirini RAMA, Italy

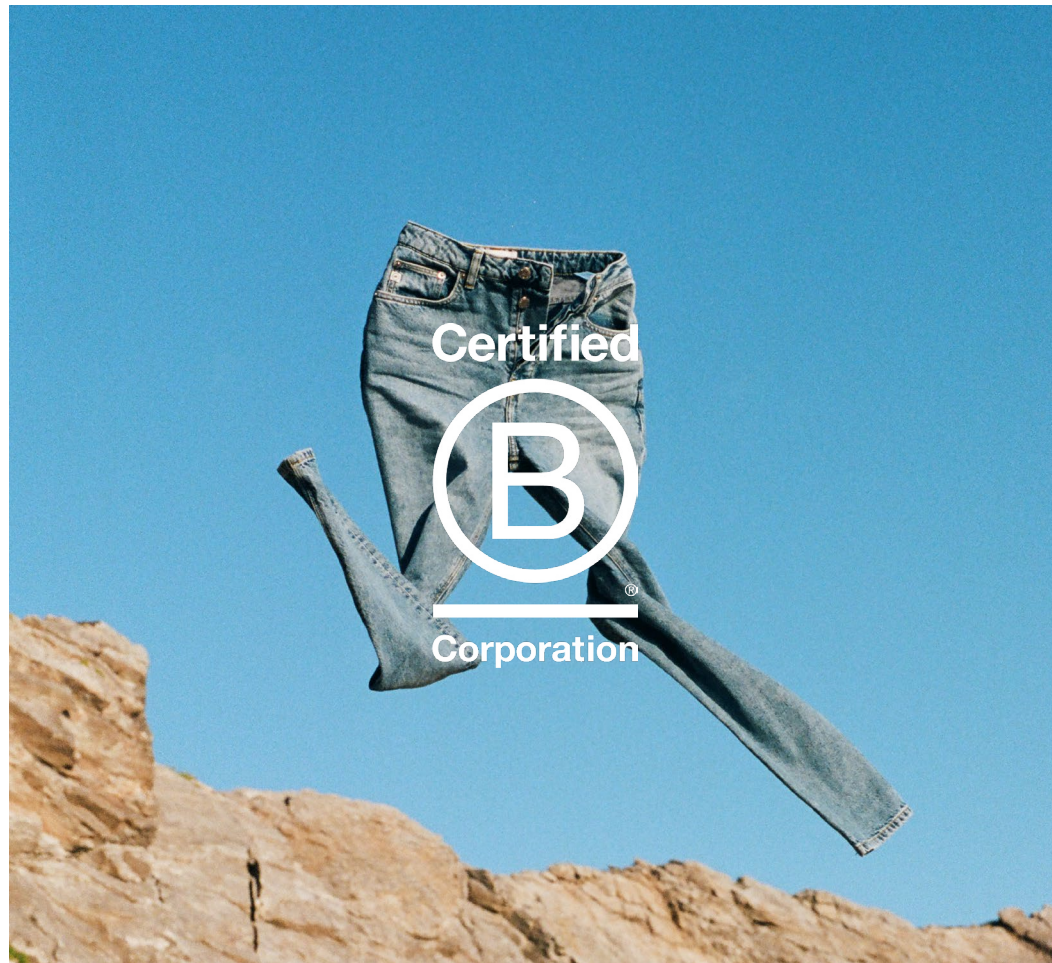
Cotton Labels: La Panama, Italy

Buttons & Rivets: BERNING, Germany (2021)

Zippers: YKK, Tunisia

Wash & Care Labels: Etic Europe, Tunisia

A proud B Corp



Since 2015, we are a certified B Corp. Together with over 5,000 other companies, we are using our business as a force for good. We score in the top 5% highest-ranking B Corps in the environment category, making us "Best for the World"!

Collaborations

Change cannot be made alone. For this reason, we have partnered up with a number of organisations across industries. This allows us to reach a wider audience and create a bigger positive impact..



For our collaboration with IKEA, we have created a circular denim cover for their iconic Klippan sofa.



Together with Van Gogh Museum, we created a capsule collection from recycled denim and hemp.



ROAD TO 100



Watch the full
series online now

[The Road to 100](#) Project is all about pushing the limits of circular denim. The aim of the project is to make a pair of jeans from 100% post-consumer recycled denim. This is our attempt to combat the textile waste and resource consumption problem within the fashion industry. The outcome of this project is, we managed to make the first new jeans without using any virgin cotton. That's a big circular step!



Voices for Good

Voices For Good is our platform to amplify and shed a light on people and projects committed to doing good for the planet.

Discover real projects by real people, tackling real planet problems.





COLLECTION
WOMEN

28 Styles

33 Washes





Wyde Brandy



FIT DESCRIPTION

Loose fit
High waist
Pleated front

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95

SIZE SET

L: 32 W: 25 - 33
L: 34 W: 25 - 33

PRODUCTION

Tunisia
Spain



Flared Chique



FIT DESCRIPTION

Flared fit
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
3% eco T400
2% ecoelastane

RRP

€129,95

SIZE SET

L: 32 W: 25 - 33
L: 34 W: 25 - 33

PRODUCTION

Tunisia
Türkiye



Low Lacy



FIT DESCRIPTION

Relaxed fit
Low waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95

SIZE SET

L: 30 W: 25 - 33
L: 32 W: 25 - 33

PRODUCTION

Tunisia
Spain



Van Wilma



Misty Violet



Starry Blue



FIT DESCRIPTION

Wide leg
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
Hemp
No stretch

RRP

€149,95
€159,95

SIZE SET

L: 32 W: 25 - 33
L: 34 W: 25 - 33

PRODUCTION

Tunisia
Türkiye



Shirley Shirt



Medium Stone



Strong Blue



FIT DESCRIPTION

Regular fit
Front pockets
Button closing

FABRIC COMPOSITION

Recycled cotton
Recycled linen & cotton
No stretch

RRP

€129,95

SIZE SET

XS - XL

PRODUCTION

Tunisia
Türkiye



Vivian Vest



FIT DESCRIPTION

Oversized
Sleeveless
Button closing

FABRIC COMPOSITION

Recycled & organic cotton
No stretch
1% ecoelastane ●

RRP

€129,95
€139,95 ●

SIZE SET

XS - XL

PRODUCTION

Tunisia
Spain
Türkiye



Van Vest



FIT DESCRIPTION

Oversized
Sleeveless
Button closing

FABRIC COMPOSITION

Recycled & organic cotton
Hemp
No stretch

RRP

€149,95
€159,95 •

SIZE SET

XS - XL

PRODUCTION

Tunisia
Türkiye



Isy Flared



FIT DESCRIPTION

Flared leg
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
1% elastane

RRP

€129,95
€139,95 •

SIZE SET

L: 30 W: 25 - 30
L: 32 W: 25 - 33
L: 34 W: 25 - 33

PRODUCTION

Tunisia
Spain
Türkiye



Faye Straight



Authentic Indigo



Stone Indigo



Sunny Stone



FIT DESCRIPTION

Straight fit
Mid waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
3% eco T400
2% ecoelastane

RRP

€129,95

SIZE SET

L: 28 W: 24 - 34
L: 30 W: 24 - 34
L: 32 W: 24 - 34
L: 34 W: 24 - 34

PRODUCTION

Tunisia
Türkiye



FIT DESCRIPTION

Straight fit
Mid waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
3% eco T400
2% ecoelastane

RRP

€129,95

SIZE SET

L: 28 W: 25 - 33
L: 30 W: 25 - 33
L: 32 W: 25 - 33
L: 34 W: 25 - 33

PRODUCTION

Tunisia
Türkiye



Loose Jamie



FIT DESCRIPTION

Loose fit
Mid waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95

SIZE SET

L: 30 W: 25 - 33
L: 32 W: 25 - 33

PRODUCTION

Tunisia
Spain



Easy Go



FIT DESCRIPTION

Loose fit
Mid waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch
1% elastane ●

RRP

€129,95
€139,95 ●

SIZE SET

L: 30 W: 25 - 33
L: 32 W: 25 - 33

PRODUCTION

Tunisia
Spain
Türkiye



FIT DESCRIPTION

Loose fit
Mid waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95

SIZE SET

L: 30 W: 25 - 33
L: 32 W: 25 - 33

PRODUCTION

Tunisia
Spain
Türkiye



Regular Swan



Authentic Indigo



Strong Blue



Heavy Stone



Stone Black

FIT DESCRIPTION

Straight fit
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
2% elastane

RRP

€129,95

SIZE SET

L: 30 W: 25 - 34
L: 32 W: 25 - 34

PRODUCTION

Tunisia
Spain
Türkiye



Skinny Hazen



FIT DESCRIPTION

Skinny fit
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
2% elastane

RRP

€129,95

SIZE SET

L: 30 W: 25 - 34
L: 32 W: 25 - 34

PRODUCTION

Tunisia
Spain



FIT DESCRIPTION

Skinny fit
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
2% elastane

RRP

€129,95

SIZE SET

L: 30 W: 25 - 34
L: 32 W: 25 - 34

PRODUCTION

Tunisia
Spain



Sky Rise Skinny



Stone Black



Strong Blue



FIT DESCRIPTION

Skinny fit
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
2% elastane

RRP

€109,95
€129,95 ●

SIZE SET

L: 30 W: 25 - 34
L: 32 W: 25 - 34

PRODUCTION

Tunisia
Spain



Stretch Mimi



FIT DESCRIPTION

Straight fit
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
2% elastane

RRP

€129,95

SIZE SET

L: 30 W: 25 - 33
L: 32 W: 25 - 33

PRODUCTION

Tunisia
Spain



Cropped Mimi



FIT DESCRIPTION

Straight fit
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95

SIZE SET

L: 30 W: 25 - 33
L: 32 W: 25 - 33

PRODUCTION

Tunisia
Spain



Wyde Sara



FIT DESCRIPTION

Wide leg
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95
€139,95 ●

SIZE SET

L: 30 W: 25 - 30
L: 32 W: 25 - 33
L: 34 W: 25 - 33

PRODUCTION

Tunisia
Spain



Flared Hazen



FIT DESCRIPTION

Flared fit
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
2% elastane

RRP

€129,95

SIZE SET

L: 32 W: 25 - 33
L: 34 W: 25 - 33

PRODUCTION

Tunisia
Spain



Relax Rose



FIT DESCRIPTION

Loose fit
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95

SIZE SET

L: 30 W: 25 - 33
L: 32 W: 25 - 33

PRODUCTION

Tunisia
Spain



FIT DESCRIPTION

Loose fit
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95

SIZE SET

L: 30 W: 25 - 33
L: 32 W: 25 - 33

PRODUCTION

Tunisia
Spain



Mams Stretch Tapered

FIT DESCRIPTION

Tapered leg
High rise
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
2% elastane

RRP

€129,95

SIZE SET

L: 27 W: 25 - 33
L: 29 W: 25 - 33

PRODUCTION

Tunisia
Spain



Mams Tapered



Chocolate



Forest



Berry



FIT DESCRIPTION

Tapered leg
High rise
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€149,95

SIZE SET

L: 27 W: 25 - 33
L: 29 W: 25 - 33

PRODUCTION

Tunisia
Spain



Piper Straight



Stone Breeze



Stone Indigo



FIT DESCRIPTION

Straight leg
High waist
Button fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95

SIZE SET

L: 30 W: 25 - 33
L: 32 W: 25 - 33

PRODUCTION

Tunisia
Spain



Loose Bailey



FIT DESCRIPTION

Loose fit
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95

SIZE SET

L: 27 W: 25 - 33
L: 29 W: 25 - 33

PRODUCTION

Tunisia
Spain



Jenn Dungaree



FIT DESCRIPTION

Yard pocket
Fake fly
Button closing

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€159,95

SIZE SET

XS - L

PRODUCTION

Tunisia
Spain



Sophie Rocks



FIT DESCRIPTION

A line
High waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€99,95

SIZE SET

XS - XL

PRODUCTION

Tunisia
Spain



Tyler Jacket



Heavy Stone



Strong Blue



FIT DESCRIPTION

Regular fit

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95

SIZE SET

XS - XXL

PRODUCTION

Tunisia
Spain





COLLECTION
MEN

14 Styles

27 Washes





Walter Chino



FIT DESCRIPTION

Relaxed fit
Mid waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95

SIZE SET

L: 32 W: 28 - 38
L: 34 W: 28 - 38
L: 36 W: 31 - 38

PRODUCTION

Tunisia
Spain



Chester Chino



Beige



Cognac



Moss

FIT DESCRIPTION

Relaxed fit
Mid waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
1% ecoelastane

RRP

€139,95

SIZE SET

L: 32 W: 28 - 38
L: 34 W: 28 - 38
L: 36 W: 31 - 38

PRODUCTION

Tunisia
Türkiye



John Jacket



Moss



Used Black •



Beige



FIT DESCRIPTION

Tailored fit
Patch pockets
Chest pocket

FABRIC COMPOSITION

Recycled & organic cotton
1% ecoelastane
No stretch •

RRP

€149,95

SIZE SET

S - XXL

PRODUCTION

Tunisia
Spain
Türkiye





Stanley Shirt



FIT DESCRIPTION

Regular fit
Chest pocket
Button closing

FABRIC COMPOSITION

Recycled cotton,
Recycled linen & cotton
No stretch

RRP

€129,95

SIZE SET

S - XXL

PRODUCTION

Tunisia
Türkiye



Loose James



FIT DESCRIPTION

Loose fit
Mid waist
Button fly

FABRIC COMPOSITION

Recycled & organic cotton
Hemp ●
No stretch

RRP

€129,95
€139,95 ●

SIZE SET

L: 32 W: 28 - 38
L: 34 W: 28 - 38
L: 36 W: 31 - 38

PRODUCTION

Tunisia
Spain
Türkiye



Extra Easy



FIT DESCRIPTION

Tapered fit
High rise
Button fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch
Hemp ●

RRP

€129,95
€139,95 ●
€149,95 ●

SIZE SET

L: 32 W: 28 - 38
L: 34 W: 28 - 38
L: 36 W: 31 - 38

PRODUCTION

Tunisia
Spain
Türkiye



Regular Dunn Stretch



FIT DESCRIPTION

Regular fit
Tapered leg
Button fly

FABRIC COMPOSITION

Recycled & organic cotton
2% elastane

RRP

€129,95

SIZE SET

L: 32 W: 28 - 38
L: 34 W: 28 - 38
L: 36 W: 32 - 36

PRODUCTION

Tunisia
Spain



FIT DESCRIPTION

Regular fit
Tapered leg
Button fly

FABRIC COMPOSITION

Recycled & organic cotton
2% elastane
Deadstock fabric ●
1% elastane ●

RRP

€129,95
€159,95 ●

SIZE SET

L: 32 W: 28 - 38
L: 34 W: 28 - 38
L: 36 W: 31 - 38

PRODUCTION

Tunisia
Spain
Türkiye



Slimmer Rick



Old Stone



Heavy Stone Black



Authentic Black



Strong Blue

FIT DESCRIPTION

Slim leg
High rise
Button fly

FABRIC COMPOSITION

Recycled & organic cotton
2% eco T400
2% elastane

RRP

€129,95

SIZE SET

L: 32 W: 28 - 38
L: 34 W: 28 - 38
L: 36 W: 32 - 36

PRODUCTION

Tunisia
Spain
Türkiye



Stone Indigo



Authentic Indigo



Sunny Stone



FIT DESCRIPTION

Slim leg
High rise
Button fly

FABRIC COMPOSITION

Recycled & organic cotton
2% eco T400
2% elastane

RRP

€129,95

SIZE SET

L: 32 W: 28 - 38
L: 34 W: 28 - 38
L: 36 W: 32 - 36

PRODUCTION

Tunisia
Spain
Türkiye



Regular Bryce



FIT DESCRIPTION

Regular fit
Straight leg
Button fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch •
1% elastane

RRP

€129,95
€149,95 •

SIZE SET

L: 32 W: 28 - 38
L: 34 W: 28 - 38
L: 36 W: 32 - 38

PRODUCTION

Tunisia
Spain
Türkiye



Regular Dunn



Stone Blue



True Indigo



Sun Stone



Worn Black

FIT DESCRIPTION

Regular fit
Tapered leg
Button fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95
€139,95 •

SIZE SET

L: 32 W: 28 - 38
L: 34 W: 28 - 38
L: 36 W: 32 - 36

PRODUCTION

Tunisia
Spain



Slim Lassen



Pure Blue



Stone Black



O3 Grey



Strong Blue

FIT DESCRIPTION

Slim leg
Mid waist
Zip fly

FABRIC COMPOSITION

Recycled & organic cotton
2% elastane

RRP

€129,95

SIZE SET

L: 32 W: 28 - 36
L: 34 W: 28 - 36

PRODUCTION

Tunisia
Spain



Relax Fred



FIT DESCRIPTION

Relaxed fit
Tapered leg
Button fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95

SIZE SET

L: 32 W: 28 - 36
L: 34 W: 28 - 36

PRODUCTION

Tunisia
Spain





Will Works



FIT DESCRIPTION

Straight fit
Mid waist
Button fly

FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€129,95

SIZE SET

L: 30 W: 27 - 33
L: 32 W: 27 - 38
L: 34 W: 28 - 38

PRODUCTION

Tunisia
Spain





Tory Tote



FABRIC COMPOSITION

Deadstock fabric

RRP

€29,95

SIZE SET

One Size

PRODUCTION

Tunisia





Base Cap



FABRIC COMPOSITION

Recycled & organic cotton
No stretch

RRP

€29,95

SIZE SET

One Size

PRODUCTION

Tunisia
Spain





Toto Bag



FABRIC COMPOSITION

Deadstock fabric

RRP

€29,95

SIZE SET

One Size

PRODUCTION

Tunisia



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MUD JEANS

Pioneers in circular denim



MUD JEANS

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