

identity[®]

ISSUE 181
YEAR SIXTEEN
NOVEMBER 2018
A MOTIVATE PUBLICATION



Colour wash: new bathing spaces with a splash of colour
Countdown to Downtown: exclusive Dubai Design Week preview
Simply the best: celebrating the 2018 **identity** Design Awards winners
+ Design Pioneers Part One: presenting the UAE's dynamic entrepreneurs



DESIGN PIONEERS

by **identity**

————— PART 01

The Entrepreneurs



© LAURAMERONI



© CASPAROLI



© CASPAROLI



© LILLY SALOTTI



© CASPAROLI



© MERIDIANI

CI
....

MUD Jeans is a sustainable Dutch brand committed to supporting 'circular fashion'.

Its business model is based around leasing jeans to customers who, after a year, can return the item of clothing for upcycling or recycling.

The company states: "The idea behind the programme is that we want to remain the owners of the raw materials, which means that we are responsible for the end of life of the product.

"Old jeans are valuable to us... we work with a factory in Valencia, Spain which tears old jeans apart to make new yarn.

"We can't make jeans from 100 per cent recycled cotton yet, so we have to mix this recycled cotton with virgin cotton; but we can use up to 40% of recycled cotton to make new jeans.

"The other solution is to upcycle the jeans. If the jeans are completely worn out, we fix them, customise them on demand and sell them as vintage jeans. This is another way to make the product lifecycle a bit longer."

MUD Jeans mails out its products in returnable and reusable packaging, and prints logos instead of using leather, while buttons made from recycled cotton are utilised in its knitwear. ■



Identity: Interior/Design/Property