



We give jeans a longer life!

# What do we want to achieve?

## VISION

"We want to help consumers to adopt a sustainable mindset and make conscious choices contributing to a better world."

## BUSINESS CONCEPT

"Our business concept is to create sustainable and durable jeans for children, contributing to decreased environmental impact."



"Our goal is not to sell as many jeans as possible – we want each pair of jeans to be worn as many times as possible"

# Our concept

- To create a circular sustainable flow of children's jeans.
- There are millions of jeans in the world that deserve an extra life.
- Collaboration with Swedish brands.

**LINDEX KappAhl**  
**POLARN O. PYRET**

- We reinforce torn jeans with Cordura® on the knees and extend them with a specially designed solution. It gives the jeans not only one extra life - but several!



"By doubling the lifespan of a garment, the environmental impact is reduced by 49%\*"

\*Källa: Mistra future fashion report, design for circularity

The waste ladder



# How it works

## Collecting the jeans



Collaboration with:

- Charity organisations
- Sorting plants like Wargön Innovation BjörkåFrihet



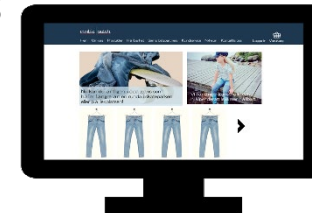
## Re-design

In collaboration with Yallatrappan

- Cordura® reinforcement on the knees
- Specially designed extension



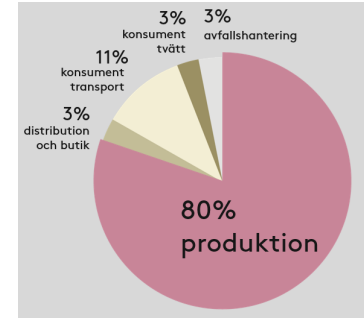
We sell the jeans on our website



Yallatrappan and Yalla Mellerud are women's cooperative that creates jobs for foreign-born women and utilizes the great skills they possess.

# Targets for 2021

- Increase the knowledge of consumption patterns
- Develop our products and services
- Find new sales channels
- Find right marketing channels
- Participate in more sustainability networks, workshops and seminars to spread our mission!





We were wondering if we could do something that makes it easier for consumers to make a sustainable choice.

Thank you!  
#nimblepatch