



JEANSVERKET
JEANS FRÅN BORÅS, SWEDEN

News # 1
2019-10-25

Jeansverkets first Ambassador !

JEANSVERKET'S idea is to manufacture and sell classic jeans from Borås!

Classy classic models that we manufacture as needed. We are looking for nice surplus fabrics and goods from stock to utilize resources and materials that already exist! We call these products "RECO collection" where we use surplus!

Our ambition is to find people who want to be ambassadors for JEANSVERKET and our idea of local manufacturing and the quest to build a modern Swedish jeans factory!

They are people that we consider to be role models in our modern society in various ways, for example in technology and development, lifestyle and health, environment and society etc. Now we can proudly present our first ambassador: Jonas Larsson, he is a researcher and University Lecturer at the School of Textiles in Borås!



JONAS LARSSON

Forskare och universitetslektor /
Textilhögskolan i Borås

Jonas researches the environmental impact of the textile industry and how we can improve this by working better and smarter in different ways!

Jonas says: "Producing halibly is a lot about minimizing the amount of material that must be produced, material production accounts for as much as 80% of the environmental impact in the clothing production process. If as much as possible of a garment is made" on-demand ", then there are opportunities to reduce the environmental impact By 40% compared to a mass-produced garment.

If the clothes can be manufactured close to the market, they help support small businesses in the places where the clothes are sold, which helps build a resilient and sustainable society where textile production is not seen as a burden but as an asset. "



When Jonas does not work on his sustainability issues, he likes to ride a bike, ski and be in nature! If he does not perform a mountain, it is on a small country road in the middle of nowhere or Borås Ski Stadium that you come across him!



We asked Jonas how he thinks a pair of jeans should be. "They really have to keep! Quality but also fine silhouette and fit are important," Jonas thinks and fills in - of course they must be manufactured in a good and fair way too.

On our web jeansverket.se you find more info about fabrics and sustainability /sustainable.html
facebook.com/jeansverket/



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 **JEANSVERKET**

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