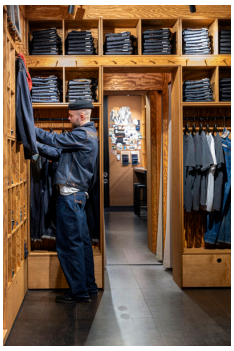
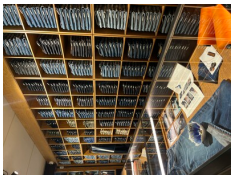
Nudie Jeans: Swedish Cult Denim Brand Lands in Bristol

Tuesday 9 December, 2025

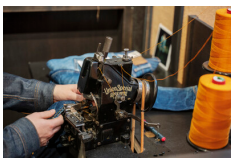
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Nudie Jeans is opening a new UK Repair Shop on Park Street, bringing its signature blend of denim, culture, and sustainability to one of Bristol's most iconic streets.

Gothenburg, 09 December 2025 — The countdown is on. Nudie Jeans, the Swedish denim brand known for its responsible approach and rebellious roots, is opening its newest UK Repair Shop in Bristol on Thursday 11 December. The opening marks the arrival of a philosophy that has earned Nudie Jeans a dedicated global following: jeans that are designed to last, made with organic cotton, and repaired for life.

Gothenburg Meets Bristol

Founded in 2001 in Gothenburg, Nudie Jeans has built its reputation on circular design, transparency, and a long-term commitment to doing things differently. Every Nudie Jeans store functions as a Repair Shop, offering free repairs for life on every pair, no matter when or where they were first purchased.

Bristol feels like a natural next step for the brand. Known for its independent spirit and outspoken approach to sustainability, the city has long championed repair culture, cycling, community action, and creative reinvention. Park Street, with its mix of vintage shops, cafés, record stores, and students on the steep climb toward Clifton, sets the perfect stage for Nudie Jeans' next chapter in the UK.

> *"Every Nudie Jeans Repair Shop is built on the belief that tomorrow's vintage is created in the choices we make today. Few cities understand that better than Bristol,"* says Nudie Jeans co-founder and CEO Joakim Levin.

Repair, Reuse, Repeat

The new Bristol Repair Shop will offer:

• Free repairs for life on any pair of Nudie Jeans

• A curated selection of denim and ready-to-wear

• The Nudie Jeans Re-use collection, featuring restored and repurposed pre-loved denim

Repair Shops are at the heart of Nudie Jeans' circular model. Customers return with their worn-in jeans for free repairs, keeping garments in use for as long as possible. Re-use jeans, traded in by customers for a discount on their next pair, are cleaned, restored, and resold. The cycle continues. In 2024, Nudie Jeans performed more than 73,000 free repairs globally and extended the life of thousands of jeans through its Re-use program.

Why Physical Stores Matter

While Nudie Jeans continues to grow online, physical stores remain essential for several reasons. First, they create a direct connection with customers.

> "Bristol has a spirit that resonates with us. It is independent, creative, and community-driven. Opening on Park Street means joining a conversation the city has already been having around culture, sustainability, and responsibility," says Nudie Jeans CCO Martin Gustavsson

Second, they support the brand's climate ambitions. Shipping is one of Nudie Jeans' biggest challenges, and the company has implemented an omni-channel model to reduce air freight. Online orders are shipped from the nearest Nudie Jeans store and transported locally by truck, lowering the need for long-distance transport. The Bristol Repair Shop strengthens this network alongside existing stores in London and Manchester.

Third, the stores help customers find their perfect fit. Jeans are personal, and fit is essential for a garment intended to last years. Physical stores allow customers to try different silhouettes and fabrics, reducing the cycle of returns that often accompanies online shopping.

A Community Hub for Bristol

Much like Nudie’s locations in London and Manchester, the Bristol Repair Shop will serve as more than a retail space. It will be a hub for culture, collaboration, and community. The brand plans to host repair workshops, live music sessions, panel talks, and local circularity initiatives.

With Bristol’s rich heritage in music, activism, and independent culture, the store will tap into the city’s existing creative energy. From the trip-hop legacy of Massive Attack and Portishead to the punk spirit of Idles, Bristol has a long tradition of shaping culture from the ground up. The new Repair Shop aims to become part of that rhythm.

Store Opening

The Nudie Jeans Repair Shop on 71 Park Street will open its doors at 10:00 on Thursday 11 December.

About Nudie Jeans

Nudie Jeans was founded in Gothenburg in 2001 by Joakim Levin and Maria Erixon Levin with a simple idea: make clothes that deserve to be repaired, loved, and worn for a long time. From day one the company chose European production, long-term relationships with suppliers, and, wherever possible, organic materials. Not because it was fashionable, but because it was right.

Born out of a desire to make denim in an honest and conscious way, Nudie Jeans has always been a counterpoint to the commercial fashion industry. The company has never taken external investment and has grown organically into a global brand with stores in cities such as London, Berlin, Sydney, and Stockholm.

Today Nudie Jeans is sold in more than 50 countries, operates 34 stores, and repairs more than 70,000 pairs of jeans each year. It is a tangible expression of the brand’s view on sustainability: that fashion should not be about producing more, but about taking care of what already exists.





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Business & Finance :: Environment & Nature :: Retail & Fashion ::

Related Keywords:

Nudie Jeans :: Repair :: Selvedge :: Denim :: Bristol :: Community :: Responsibility :: Dry :: Worn :: Park Street :: Repair Shop :: Jeans :: Circularity :: Sustainability ::

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