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## AT UK STORE, BRAND REPAIRS ITS OWN JEANS FOR FREE

  RETAIL

**The Nudie Jeans Repair Shop in London is enabling customers to use equipment to help them repair old jeans, as well as get discounts on new jeans when they bring in their used pair.**

French fashion label [A.P.C.](#) has already tapped into the vintage market by customizing and reselling pre-owned versions of its jeans. Now at the [Nudie Jeans Repair Shop](#) in London is enabling customers to get expert advice and use equipment to help them repair old jeans for free.

Located in the heart of Soho, the store is actively encouraging the recycling of the Swedish brand's jeans, offering a 20 percent discount off new items for those who bring in used pairs. Those jeans are then repaired and sold again to customers who prefer a more worn-in look. However, the store also features a Repair Station, where consumers will be able to take their damaged Nudie jeans and learn how to fix them using in-store equipment and help from a denim specialist, free of charge.

The aim of the store is to promote the company's sustainable sensibilities as well as create a stronger bond between customers and their jeans, helping them last longer. How else can high street stores embrace slow fashion and stand out in the market?

Spotted by: Murray Orange

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Website: [www.nudiejeans.com](http://www.nudiejeans.com)

Contact: [www.nudiejeans.com/contact](http://www.nudiejeans.com/contact)

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