

Sustainable Innovation 2023
Accelerating Sustainability in the Creative Economy and Creative Industries
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**Bert Van Son, CEO & Founder,
Mud Jeans int. BV, Netherlands**

Bert van Son is founder and CEO of MUD Jeans, a fast-growing sustainable jeans company from the Netherlands. The company allows customers to shop guilt free and do good for the environment, while looking fashionable and modern. As a 23 year old he moved to China to work for a trading company in the clothing industry. His 30 years of experience has enabled Bert van Son to see the impact that fast fashion has on the environment and made him believe that there is an alternative way. In 2012 he started the idea - “Lease A Jeans” - a concept that makes it possible for customers to use jeans and give them back after use. The approach allows customers to regularly renew their wardrobe, while MUD Jeans makes sure the materials will be recycled after use. Bert van Son knows about the challenges in today’s (fast) fashion industry and how he and his team try to implement the circle economy in the fashion industry.

Winners of the Koning Willem 1 Plaque. Best for the world B-Corp since 2013, Circular Hero of the year by the ministry of I&W