

Founded by Maria Erixon Levin in 2001, **Nudie Jeans** is a denim brand headquartered in Gothenburg, Sweden. Nudie Jeans has an annual turnover of 45 million euros and is sold in over 50 countries worldwide via nudiejeans.com, as well as external retailers in Europe, the U.S., Australia, and Asia.

Nudie Jeans' vision is to become the world's most sustainable denim brand with an emphasis on environmental and social sustainability. Nudie Jeans also operates 32 repair shops and takes pride in their fabric's heritage, craftsmanship, and the subcultural aesthetics associated with it.



**Melker Lindström**  
Digital Tech Lead,  
Nudie Jeans



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Nudie JEANS co

CSC spoke with Melker Lindström, Digital Tech lead at Nudie Jeans who is responsible for the development and management of nudiejeans.com, their online brand protection, and domain portfolio management. We asked him about brand protection challenges they face in this expanding online world.

#### How would you define your online presence?

Our online presence is super important for us. Nudiejeans.com is both a sales channel and important for us as a brand. Social media is also important for communicating with our customers.

#### Can you give us an insight what type of brand issues Nudie Jeans faces?

As for many brands in the clothing industry, we see that counterfeit products are being produced and sold in some countries. The primary channels for counterfeit products are marketplaces and social media.

Around 2012, we started noticing that counterfeit items were sold on social media and auction sites. But nowadays, a big share of that has moved to marketplaces. We primarily see that counterfeits are being sold, but we also see unauthorized use of product and brand images.

#### How were you managing IP infringements in the past?

At first, we managed it ourselves by contacting the compliance departments using their standard forms. It was a time-consuming process and hard to keep track of infringements and actions.

Besides the trademark infringement aspect, the counterfeit products are of inferior quality and not produced from sustainable materials; they're also produced under sweat shop circumstances.

#### How has working with CSC changed the way you manage brand infringements and how has it improved your overall day-to-day work?

We started to work with CSC by using their eCommerce Monitoring services. The teams we work with at CSC are really good at identifying counterfeits and unauthorized use of images. When they are uncertain, they post the listings in a portal where we get a good overview and can leave comments and decide whether CSC should take enforcement action on our behalf or not.

Over time, the team at CSC has been able to work more independently as they have gotten to know our brand, our challenges, and the team.

#### Would you recommend CSC to other companies?

Yes, I can recommend CSC's eCommerce Monitoring services to brands who experience issues with counterfeits sold online.