

Invest in the Future of Fashion

Join our crowdfunding campaign and help Hul le Kes make sustainable and inclusive fashion the new norm.

The Beginning

Five years ago, we, Sjaak Hullekes and Sebastiaan Kramer, founded Hul le Kes. A fashion label and social enterprise born from deep frustration with the inhumane and polluting fashion industry, in which we had worked together since 2005. We believe in the power of imperfection, both in people and materials, and see the potential to revolutionize the (fashion) system.

With Hul le Kes, we aim to break conventional norms and offer a sustainable alternative to the current system. Our focus is on upcycling textile waste and creating jobs for people distanced from the labor market. We combine traditional crafts with modern innovations to create a circular and self-sustaining system, where sustainability and social impact are central.



Currently fully based in Arnhem, our company consists of five entities:

- **Hul le Kes Design Studio**, where we collect used and existing textiles and design new collections;
- **Hul le Kes Manufacturing Studio**, responsible for producing all our products;
- **Hul le Kes Recovery Studio**, the recovery workshop for both people and textiles;
- **Hul le Kes Store Arnhem**, our store located in the city center of Arnhem;
- **Wholesale**, through which Hul le Kes products are available in stores in the Netherlands, Belgium, Switzerland, Germany, the USA, South Africa, Japan, and China.

Hul le Kes is recognized as one of the pioneers in truly circular, sustainable, and inclusive entrepreneurship. Sustainability platform [Cosh!](#) lists Hul le Kes among the ten most sustainable fashion labels in the world. The leading international magazine [Monocle](#) published

an article on how Hul le Kes is putting Arnhem on the global map through our unique way of working. We are thrilled that others are seeing the impact and change we are creating!

Our Mission

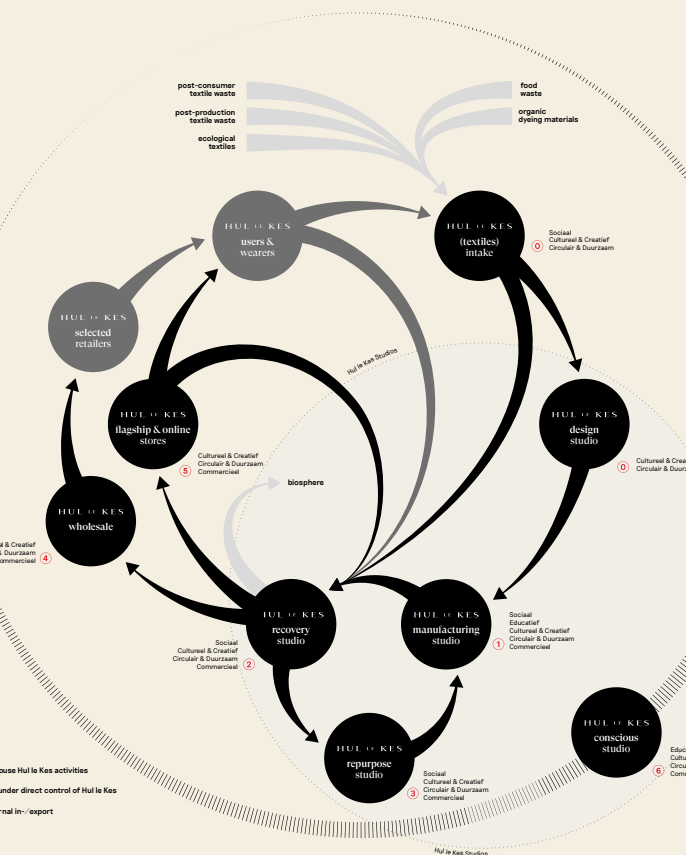
We want to demonstrate that people and products that fall outside conventional norms have immense value. Our mission is to repurpose existing materials within a sustainable, circular process, working closely with individuals on the fringes of the labor market. All products are made in our studios. We produce and sell textile fashion and interior products, offer repair and textile reuse services, and dye with natural pigments. In doing so, we make circular and socially inclusive fashion accessible to individuals and retailers.

Over the past five years, we have made our internal circular system fully operational, **launched eight collections, produced more than 10,000 products, and repaired over 7,000 items** through our Dyeing and Mending Services, preventing them from being discarded. We have **transformed more than 3,000**



kilos of textile waste into new, valuable products.

Our work goes beyond fashion: we offer educational projects and workshops to show that a circular and inclusive fashion system is not only possible but also effective. Together with our team of 13 permanent employees, we work daily to fulfill our mission. We are particularly proud that several colleagues have progressed from our social programs to full-time employment! Since the establishment of our Recovery Studio in 2021, we have worked with more than 100 people who face challenges in the labor market and have helped them take steps towards reintegration into society. These individuals include those dealing with depression, burnout, anxiety disorders, low self-esteem, psychosis, mild intellectual disabilities, autism, loneliness, as well as refugees and people unfamiliar with Dutch work culture. Additionally, we have guided over 80 students through educational programs and internships. Together, we are building an inclusive and circular future where both people and materials are given valuable opportunities.





Expanding Our Impact in Arnhem, Amsterdam, and Internationally

Challenges in mental health and textile waste are far from being resolved and, in some cases, seem to be worsening. At Hul le Kes, we believe we can and must make a difference. The demand for our products and services is growing, and that is why we want to expand our impact both nationally and internationally. We have concrete plans to open a new store and Recovery Studio in Amsterdam, and we want to expand our Recovery Studio in Arnhem with a paper-making facility.

In Arnhem, we've proven that our approach works. That's why, in 2025, we plan to expand our impact to Amsterdam with a second Hul le Kes Store and a new Recovery Studio. This new location will allow us to offer a safe workspace to even more people in vulnerable situations. At the same time, we will expand our Recovery Studio in Arnhem with a paper-making facility, where unusable textiles and fabric scraps will be transformed into paper. This will provide individuals the opportunity to work on their personal recovery while also contributing to reducing textile waste.

Over the past five years, we've laid a strong foundation for the future growth of our company. Now is the time to take the next step, allowing us to help more people, repair and reuse more textiles, recycle fabric scraps into paper, and strengthen our international presence.

To take the next step, we need an investment of at least € 350,000. This amount is allocated as follows:

- € 90,000 for the setup of pop-up stores in Amsterdam, where we can offer our products directly to the right target audience: people in the fashion industry and conscious consumers.
- €90,000 for the expansion of the Recovery Studio in Arnhem with the Repurpose Studio, where textile scraps will be converted into paper.
- € 20,000 for the expansion and consolidation of educational and awareness programs through the Conscious Studio.
- € 80,000 for international expansion and strengthening our global impact.
- € 70,000 for optimizing our internal logistics and circular processes.

Your investment in Hul le Kes is much more than a financial contribution; it is an investment in a sustainable and inclusive future.

Together, we can make a lasting difference—not only in the fashion industry but also in the lives of those who need our support the most. Join us and help create a world where fashion has a positive impact on both people and the planet.

How can you help, and what do you get in return?

You can support us in two ways, either through a loan or a pre-sale option, each with unique rewards:

Loan

Would you like to invest in the future of sustainable fashion? You can help us by lending us an amount. **You will be repaid within five years, with an annual return of 3.5%.** This is not just a loan; it's a chance to make a real impact. Your investment helps us further develop circular fashion and provide new opportunities for people with a distance from the labor market. In addition to financial returns, you will also receive extra rewards as a token of our appreciation for your support. Choose from the loan options described next to this text:

With your investment, we can continue building a sustainable, circular, and inclusive future together.

loan options:

<p>I. Hul le Kes Supporter</p> <ul style="list-style-type: none"> • Free Mending or Dyeing Service* 	<p>€ 250,-</p>
<p>II. Hul le Kes Friend</p> <ul style="list-style-type: none"> • Invitation to the opening of the paper mill in Arnhem • Contents of Package I (for 1 person) 	<p>€ 500,-</p>
<p>III. Hul le Kes Advocate</p> <ul style="list-style-type: none"> • Invitation opening event Store & Recovery Studio in Amsterdam • Contents of Package II (for 1 person) 	<p>€ 1.000,-</p>
<p>IV. Hul le Kes Partner</p> <ul style="list-style-type: none"> • € 150 voucher for products • Hul le Kes Relatives membership** for 3 years • Contents of Package III (for 2 people) 	<p>€ 2.500,-</p>
<p>V. Hul le Kes Benefactor</p> <ul style="list-style-type: none"> • €150 voucher for products • Hul le Kes Relatives membership** for 3 years • Contents of Package III (for 4 people) 	<p>€ 5.000,-</p>
<p>VI. Hul le Kes Patron</p> <ul style="list-style-type: none"> • €200 voucher for products • Hul le Kes Relatives membership** for 5 years • Dyeing or Mending Event for you and your colleagues or friends • inhoud Pakket III (voor 2 personen) 	<p>€ 10.000,-</p>
<p>VII. Hul le Kes Champion</p> <ul style="list-style-type: none"> • €250 voucher for products • Hul le Kes Relatives membership** for 5 years • Dyeing or Mending Event for you and your colleagues or friends • Recognition of your / company name at the Recovery Studios • Contents of Package III (for 4 people) 	<p>€ 20.000,-</p>

Pre-sale

Would you like to help by purchasing something in advance? If you choose a pre-sale option, you'll receive unique products such as a voucher for a Mending or Dyeing Service, an invitation to the opening of our paper workshop, or the opening of our pop-up store event. This way, you directly support us while enjoying special items from our collection.

Choose from pre-sale options described next to this text.

Join us and be part of the change!

Your support means more than just a financial contribution. It is a personal investment in a sustainable, circular, and inclusive future. Together, we can make a lasting difference—not only in the fashion industry but also in the lives of the people who need our support the most.

*Dyeing or Mending Services are our artisanal textile restoration techniques, performed in our Recovery Studio. For more information, please visit our website.

**Hul le Kes Relatives is a network club consisting of our best customers, stakeholders, and business partners. As a member of Hul le Kes Relatives, you receive invitations to all our events, a 10% discount on all your Hul le Kes purchases in one of our stores, and access to an annual exclusive event for Relatives only. Additionally, you will receive an exclusive Hul le Kes gift once a year.

***During Dyeing or Mending Events for your colleagues, employees, or friends (up to 20 people), we explain everything about our circular system, sustainability, and provide DIY tips on how you can work on your own wardrobe and what to consider when purchasing new clothing. In short, an informative and enjoyable gathering that can be held either at your location or at our studio in Arnhem.

pre-sale options:

A. Hul le Kes Gift Supporter € 50,-

Support our plans with a gift. This gift comes with no rewards, but with heartfelt thanks from our entire team!

B. Hul le Kes Gift Friend € 100,-

• Voucher for a Mending or Dyeing Service*

III. Hul le Kes Advocate € 200,-

• Two vouchers for Mending or Dyeing Services*

D. Hul le Kes Gift Partner € 500,-

• Invitation to the opening of the paper workshop in Arnhem
• Two vouchers for Mending or Dyeing Services*

E. Hul le Kes Gift Benefactor € 1.000,-

• Invitation to the opening of the paper workshop in Arnhem
• Invitation to the opening of the store in Amsterdam
• Two vouchers for Mending or Dyeing Services*
• Hul le Kes Relatives membership** for 1 year.

VI. Hul le Kes Gift Patron € 5.000,-

• Invitation to the opening of the paper workshop in Arnhem
• Invitation to the opening of the store in Amsterdam
• Dyeing or Mending Event for you and your colleagues or friends
• Hul le Kes Relatives membership** for 3 years.

If we manage to reach our maximum goal of €500,000, we can open a permanent physical store in Amsterdam and begin working on opening a Recovery Studio in Amsterdam. This store will not only provide a place to sell our products but will also help us increase our visibility and reputation as pioneers in sustainable fashion..



residence magazine



het parool



monocle magazine



de gelderlander



de volkskrant



de standaard

With your investment, we can continue building a circular and inclusive fashion system that truly makes a difference.

We not only provide more job opportunities for people who are distanced from the labor market, but we also give rejected textiles a new life. Your support is not just a financial contribution; it is an investment in a sustainable future, greater awareness, and a broader reach of socially responsible upcycled clothing. Together, we are creating a fashion industry that considers people, the environment, and society.

Invest in the Future of Inclusive and Circular Fashion!



For more information, please contact Sebastiaan Kramer at skramer@hullekes.com

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hullekes.com