

WeAr DENIM NEWS

Casual Fabrics and Sustainable Technologies



DENIMHEADS, UNITE

Meet movers and shakers working together to realise a better denim industry: one that is more people-centred, more conscious of the environment, and united in purpose through collaboration.

THE (SUSTAINABLE) FUTURE IS HERE

Denim: from raw materials to washing processes, discover the transformations that are ushering in a new era of eco-friendly denim.

DENIM LEGENDS SPEAK

Denim is made to last. Industry's leaders share their knowledge, passion and perspective on our favorite fabric. Come for their insights, stay for the #10YearChallenge!





DEAR READER,

We are proud to present **WeAr Denim**, a new newspaper-style dossier dedicated to the world of denim. It will be published twice a year before relevant denim shows and present the most important developments around denim from cotton to fabrics, brand to consumer.

To meet the appetite for denim, we included Denim Legends Part II in our January 2021 issue, a continuation of the famous collectible book, Denim Legends Part I, and it received an overwhelming response. From all over the world we got feedback on how important it is to highlight the world of denim and restore it to the centre of conversation. Now, as we're seeing interest in denim rising again, we're continuing to create opportunities to promote it. It is most important to weave together all parts of the conversation, from fabrics, washes and finishing to brands and consumers. That's our aim with WeAr Denim.

We know that the denim industry is constantly innovating. As this issue shows, sustainability in denim has made huge progress, and design is more creative than ever, but this essential news must be curated, transported and communicated directly to all channels to make maximum impact.

As denim is my life and passion, I will take the financial risk to publish in the darkest Covid times a new publication to help the entire industry and to give denim the status it deserves.

We are keen to hear your thoughts and suggestions. This is just our first issue: Rome was not built in a day. And most of all, this is WeAr: it is not my magazine, it is our magazine. I invite all readers to participate, write guest editorials, contribute their voice and support this project. I can take the first step; each of you must take the next ones, because only by raising our voices together can denim can be truly seen and celebrated. To raise awareness on a global scale, WeAr Denim is included as a supplement to the English edition of WeAr Global Magazine. You can also read it free of charge for 6 months on our digital platform, www.wearglobalnetwork.com.

I would like to take the opportunity to thank my team for their great work and our advertisers for their support because without you, there would be no magazine.

All the very best and long live denim!

Klaus Vogel

Publisher

Read here online:



Mark Werts and American Rag

TIMELESS NOVELTY

Mark Werts, founder and CEO of **American Rag**, shares his expert perspective on how denim stays true to its roots despite constantly being reinvented.

Time marches on; denim marches on as well. Newness in denim is the rule, not the exception. The artists that create on the blank, white canvas called denim continue to explore, using new fabrics and washes and applying all sorts of new technologies to keep reinventing how we see this timeless fabric. Who had heard of **Levi Strauss & Co.** 10 years ago? Everyone. Who had heard of **Purple Denim** 10 years ago? No one. But who in the denim world today has heard of Levi's and Purple Denim? Everyone. Classics remain and new brands emerge to become tomorrow's classics.

Vintage denim remains the roadmap to the future of denim styling. While copies of original vintage usually fail commercially, evolved new products that respect those that came before are often successful. Denim styles and silhouettes always return, but transformed, due to technology and changing values in society. American Rag's customers still love vintage and vintage inspired newness.

Time marches on and so does denim. BIG FUN!!!

ABOUT THE COVER ARTIST

IAN BERRY

Ian Berry is one of us – a true denim lover. His works at first glance appear to be blue toned photographs but really they are many layers and shades of denim jeans. It is testament to his work that it is not about just art with old jeans that makes it special – Ian uses denim as a medium to describe the world. As a common item of clothing, jeans unites many around the globe, as such it is the ideal medium for his art. Ian, originally from an area in North England which once had a booming textile industry, has been able to

take a few commissioned portraits: Debbie Harry, Giorgio Armani and Lapo Elkann to name a few. From 23rd of October 2021 until May 1st 2022 Ian will have a major exhibition at the National Museum of Textiles in Sweden (Material World at Textil Museet). Specifically for this exhibition, Ian will create a large piece of work with the most influential people to wear denim and helped change the history. Needless to say that Ian fits right into the main trend of recycling denim. What a wonderful and creative way to do so.



MUD Jeans

CIRCULAR DENIM

SHAMIN VOGEL

Circularity is the industry's biggest chance to be truly sustainable in the long-term. Circular fashion is when products are created with their end-of-life taken into account. It emphasises sustainable materials, quality, longevity and a focus on recycling and/or biodegradability. Some brands have been implementing circular processes for a long time; others have done so increasingly over the past year. A circular approach can be advanced through using fabrics and fiber products that offer circular options, such as S260° by **Santanderina** and **Lenzing's Tencel**.

In 2018, **C&A** was the first company to stock a pair of jeans with the cradle-to-cradle gold certification. The NGO Cradle to Cradle is a network of activists educating and partnering with sectors such as science, business, education and politics. The concept is simple: products should do the environment no harm. Furthermore, the **Ellen MacArthur Foundation** established The Jeans Redesign guidelines as a collective blueprint for brands, mills and manufacturers to scale circular practices. Their goal is to make jeans that are used more, designed to be remade, and created from safe and recycled or renewable materials.

Consumers are used to the notion of circularity, particularly for plastics: consider, for example, the success of **G-Star**'s collaboration with music star Pharell Williams, "RAW for the Oceans", which created jeans from ocean plastic waste. Consumer awareness is further advanced through government initiatives like the EU banning single-use plastics or the efforts of yarn producers such as **Seaquel**, who re-use ocean plastics. However, recycling becomes challenging if a product is made of multiple materials, which is why brands like **GUESS** and **Tommy Hilfiger** are thinking of creating jeans that have no rivets, tags that are made of paper and wash and care instructions that are printed on the pocket rather than on a separate label.

One of the ways in which **MUD Jeans** creates circular denim is through a scheme they have introduced for customers to lease their jeans and then send them back for recycling. In their pursuit for circularity, Los Angeles-based denim brand **AG** have made some products 100% biodegradable by using hemp fibers, plant-based dyes, and corozo nut buttons.

New Blue is a new circular denim material. The process cuts jeans into small fibers before bonding them into fleece. Using digitally assisted industrial embroidery, the pattern is applied directly to the fleece. The areas defined by the embroidery remain intact when the fleece is washed, while the non-embroidered parts dissolve on contact with water and can eventually be reused as raw material, thereby creating a circular and waste-free production. This is supported under the European Commission's Horizon 2020 research and innovation programme.

Together with their partner **Recovertex**, Cologne-based label **ArmedAngel's** Detox Denim is made from 20% recycled organic cotton from its own offcuts and second-choice materials. The gathered, used material is shredded (mechanical recycling) and blended with fresh organic cotton and elastane to be re-spun into yarn.

The industry is working on productive solutions but is still at the beginning: just 1% of clothing is turned into new clothes, costing billions of dollars every year. The denim industry has a long way to go to be truly circular, but as these companies' efforts attest, the seed has been planted.



THE AGE OF TRANSFORMATION

NERMIN KÖSE



Mother



Candiani



Tommy Jeans

Denim is famous for being the shapeshifter of the fashion world. Originally developed as workwear due to its remarkable endurance, denim now spans the spectrum from luxury status symbol to athleisure star. **WeAr** takes you on a whistle-stop tour of the fits, processes and washes that are shaking up the denim world now.

Looser Silhouettes

Slim and straight-cut silhouettes dominated the recent womenswear denim collections. Wide leg styles were seen at **Free People** and **Levi's**, whereas **Mother Denim** showed straight-cut and bootcut jeans in their latest collection. The relaxed boyfriend fits at **Rag and Bone** reflect consumers' longing for comfortable clothes to wear whilst working from home. The return of these styles suggests that the reign of the "mom jean" may be over!

Wide, straight-legged denim also strode into the men's denim collections. While skinny and slim fits are still on trend, especially for streetwear and mass-market fashion brands, almost half of the market is now represented by straight and some loose fits, as seen at **Citizen of Humanity** and **Tommy Jeans**.

Nature Meets Technology

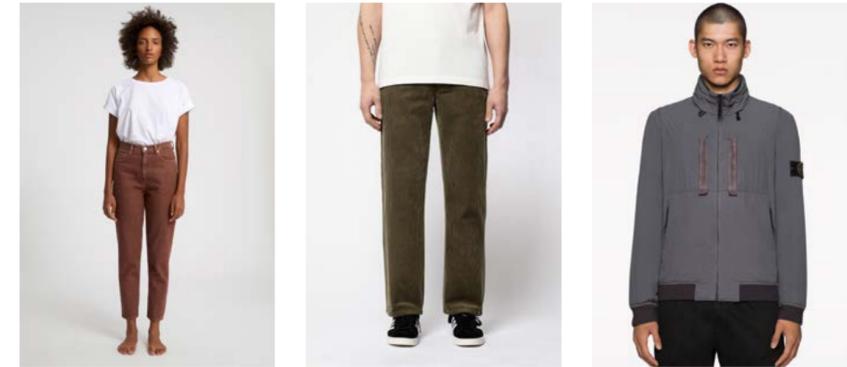
Due to the rising price of cotton and increasing consumer demand for sustainable fabrics, more and more labels are working with cotton alternatives such as hemp and recycled yarns. Turkish denim manufacturer Orta continue to pave the way to a more sustainable textile industry with their new 'Scenic Route' collection by sharing the origin of the fibers used and showcasing fabrics like ZeroMax, a blend of **Tencel**, **Tencel Modal**, pre-consumer recycled cotton and post-consumer recycled polyester. **Denham** have partnered with **Candiani** to innovate and launch Coreva, the first biodegradable stretch denim, made from natural rubber yarns.

Responding to the need to measure the sustainability of manufacturing, **Jeanologia's** Environment Impact Measurement (EIM) software monitors the eco-footprint of garment finishing processes. This allows laundries and garment finishers to measure their production's water and energy consumption as well as its chemical impact and impact on worker's health. **Pepe Jeans'** Wiser-Wash technology has drastically reduced the volume of water required to de-colourize a pair of jeans, using 1 cup of water rather than the 16 liters used in a traditional wash.

A Return to Classic Washes

While distressed details and eye-catching features are a constant feature in denim, the latest trend in washes is a return to denim's roots, as brands respond to consumer appetite for washes that feel nostalgic and authentic. For A/W 21, Tommy Jeans partnered their collection of straight, loose fits with a range of classic washes, from faded blue jeans to fresh, deep indigo, whereas at Denham, we saw washes in clean blue-greys and soft charcoals. Nostalgia for the 90's showed up in **Madewell's** A/W 21 collection, through washes in stone grey and mid blues that evoked the gentle fade of garments over time.

We are truly in an age of denim transformation, as this timeless textile shape-shifts into more comfortable fits and simpler washes while satisfying consumers' hunger for eco-friendly styles.



NON-DENIM CHECKER

Non-denim mills have long offered ranges that complement denim: canvas, fine gabardines, sometimes blended with hemp, linen and recycled yarns, and knits. Innovations are heading towards more flexible garments, fit for both outdoor and the office. Fabric innovations are shifting towards sustainable practices, so fibers are key. As such, **Stone Island** has been working with **Polartec** to include a special lining in its bomber and hooded jacket, Polartec Alpha. Originally designed for combat-related start-stop activities, these pieces are lightweight, functional but aesthetically "clean". **Sorona** fibers is a bio-PDO created from 37% annually renewable

plant-based ingredients. These fibers are used in garments from **Zara** to **EcoAlf** and provide a range of new attributes, such as softness, warmth and stain resistance. **Naia by Eastman** creates cellulose-based fibers made using wood pulp from responsibly managed forests. The filament yarn transforms into soft and easy care fabrics, particularly in womenswear, that can also be blended with knitwear. Applications can also be seen at mills. In terms of styles, loose chinos, cargos and utility pants are high in demand, as seen with **Nudie** and **Frame**. The colors reflect the idea of sustainability: neutral and natural tones are predominant, as seen in **ArmedAngels** and **Acne Studios**.



JACOB COHËN

10 YEAR CHALLENGE

From a faded denim jacket worn for a first kiss to a trusty pair of selvedge jeans that go everywhere with you, denim is part of your life. As a testament to its longevity and durability, **WeAr** asked some of the denim industry's legends to share a photo of a well-loved and well-lived in denim piece that they have kept and worn for ten years (#10yearchallenge) and to share their advice for the next generation of denim creators.



ADRIANO GOLDSCHMIED
FOUNDER, GENIUS GROUP

Follow and fight for your inspiration: compromises are killing the power of your design. Your passion is the engine that moves everything but don't make the mistakes of my generation. Don't forget that your product is not something that stands by itself. Consider that in addition to your aesthetic, you are part of a world that is in a very critical moment and all the decisions you make could bring a big beneficial impact in every segment in our industry from sustainability to social good change. Go for it!



PIERO TURK
CHIEF DESIGNER, ENVELOPE

Try to gather as much knowledge as possible about new technologies in the industrial processes – from regenerative agriculture for cotton to new washing technologies for aging jeans – in order to be oriented towards a future with less environmental impact. Keep an open eye on social aspects and human rights in the production cycle. Be focused on developing “essential” products to avoid waste.

I bought these pants many years ago (I don't remember exactly when) in a vintage shop in San Francisco.



MAURIZIO DONADI
FOUNDER, ATELIERS & REPAIRS

It sounds banal to think that denim is just a 5-pocket pant so I would advise the next generation to think harder about what denim could be applied to. I would like to see a new generation of products conceived for circularity, utilitarian and of great quality at the same time. Experimentation, testing and alternative design principles will lead to ways to utilize this fabric beyond the stereotypical usage of making another pair of 5-pocket jeans.

This is the last pair of jeans I wore. That was 2011. Customized “half overall” prototype.



AMY LEVERTON
OWNER, DENIM DUDES

These days there is a huge community to access, both as possible customers and as teachers. The people who do the best are those that are unafraid to show their world their work, ask questions and engage with the denim community. Design, share and iterate, improve as you go, don't be ashamed or afraid of failure and sharing your process, however messy it may be.

In the picture I am wearing a vintage Levi's trucker I have had for years and years. The jeans are from **Bonum**, a Japanese re-make brand. I bought it in Tokyo.



DION VIJGEBOOM
CO-FOUNDER, MUD JEANS

My advice: let the end-point of the product be your starting point in design. Meaning: make sure that the jeans can be used as a starting point for a new pair of jeans. Think of using 'mono-materials' in your fabric, make trims re-usable, and so on.

My favourite jeans: a pair of **MUD Jeans** selvedge denim in a blend with linen made as a limited edition in 2014. I have worn them all over the world and the best wash effect came from 'dipping' the jeans in seawater and rubbing them with sand.



LUCIA ROSIN
FOUNDER, MEIDEA

To a young designer who wants to pursue this career, I suggest to always be fair and ethical. The environment that is created around us is the result of our actions over the years. Accept criticism because it can offer really valuable ways to improve. But the most important thing is that sustainability and circularity are the only way in our world; for this reason, you should never stop looking, be curious and never be satisfied with a mediocre result. Be tireless in research and strive for improvement.

I bought this piece many years ago in Japan, the brand is **Omnigod**.



EBRU OZAYDIN
STRATEGIC MARKETING DIRECTOR,
THE LYCRA COMPANY

Design responsibly and make the consumer your partner in design. Next-gen denim-heads must consider the entire value chain and the potential impact of their design from the very beginning of the process – not only from the angle of resource consumption but also the longevity, life span of the garment, where and how it would end up as consumer waste. Be authentic, transparent and communicative and ready to learn from consumers' experience.

The denim jacket is from **Kapital** Japan I bought 10 years ago from Tokyo. It is produced in Kojima factory of Okayama.



ANDREW OLAH
FOUNDER, KINGPINS SHOW

My advice for denim creators is to think, and research the raw materials they use and try to use materials that have factual proof of their environmental impact. Do not believe marketing claims. The statements “new and improved” and “less is more” are not factual and are therefore dubious. As the years go by, every product will have an impact number not a score.

The jeans were **Kurabo** fabric, KD 418, a fabric our company developed for **Levi's** LVC collection so very long ago. They were made for me made-to-measure by **3x1** as a gift from Scott Morrison.



Jazzelle
artist/model
tune in @tommyjeans





THE WORLD OF DENIM – TRENDS, NEWS, EVENTS

BY MUNICH FABRIC START EVENTS

Denim is reinventing itself. As a key event of the denim and casual fibers industry, every season **BLUE-ZONE** provides a physical platform for innovations and novelties shaping the future. The goal? To drive the denim industry towards transparency, truth and quality.

As consumers are searching for traceable, all-rounder denim in different shapes that fit all kinds of bodies, there are more diverse styles than ever before, while traceability platforms like **Retraced** are in high demand.

The denim industry offers up endless surprises when it comes to innovations and sustainability – think vegan trims, hemp blends, zero water production processes or completely compostable denim. With concepts such as Dry Indigo by **Tejidos Royo**, which claims that zero water usage also means zero water waste, or Safe Blue by **Bossa** that saves up to 80% of water during the dyeing and finishing process, it becomes clear that decreased water usage is one of the main drivers of innovation.

Regarding fibers, most brands rely on certified organic, Supreme Green and recycled pre/post-consumer waste cotton. Local sourcing plays an important role too: European manufacturers are looking for cotton alternatives, such as linen, nettle, hemp or cellulose fibers like **Tencel**.

Other groundbreaking innovations can be found in denim finishing. Many handmade and toxic processes will be replaced by a laser that requires only 10% of the time, e.g., **Calik's** E-Sense Technology specially developed to keep energy consumption in complex laser finishes to a minimum. The Lasermade Labels for recycled denim from **Tejidos Royo** also use no extra resources.

When it comes to sustainable finishing, **Montega** has introduced new projects looking at mineral pigments and natural dye processes, and **Officina +39** has launched their Aqualess Mission, a treatment based on the three phases of a laser booster to speed up the process, saving time and energy. There is also an Aqualess Aging treatment, which creates a used appearance, and ozone powder for a worn, bleached look.

BLUEZONE is a crucial physical platform for all denim lovers and experts to experience these futuristic innovations. In between shows, the blue community can dive into trend inspiration and denim information at **www.bluezone.show**. Stay tuned for the next show happening January 25-26, 2022, in Munich, Germany.

GUESS: THIS IS OUR WORLD, THIS IS OUR FUTURE

WeAr caught up with GUESS' Co-Founder and Chief Creative Officer, Paul Marciano, to talk about denim's future and the brand's expectations of its supply chain.



Paul Marciano

Please tell us about VISION GUESS. What does it entail, what are its goals, are they achievable? What do you expect from the supply chain?

VISION GUESS is our new plan for sustainability at GUESS. It builds on our first sustainability plan, which ended this year, but we are dreaming bigger for our world and our future!

At GUESS, we are part of the solution for climate change and have established big goals to cut our greenhouse gas emissions by half over the next decade. We will achieve this through efficiency measures, changes to how our stores operate, and investing in renewable energy.

We are also creating with sustainable materials and in the next three years, 100% of our polyester will be recycled and 75% of our denim will be part of our rapidly growing SMART GUESS ECO collection. We have increased sustainable materials by nearly 20% in just one year. So yes, while our goals for sustainable materials are bold, we are confident that we will achieve them.

Our supply chain partners have been great, especially our key denim partners that are making denim with almost no water during the process! Next phase is partnering with our supply chain on examining their contribution to climate change as well.

Which sustainable manufacturing techniques and technologies that GUESS implemented are you most proud of?

Our jewellery line is truly one of a kind! We changed our plating to reduce greenhouse gas emissions by 30% and water pollution by up to 80%, and are using recycled precious metals. And of course, I am always excited by our denim and the little water we now use to produce our iconic jeans.



Timeless pieces are the key to success - what is your recipe on how to create them?

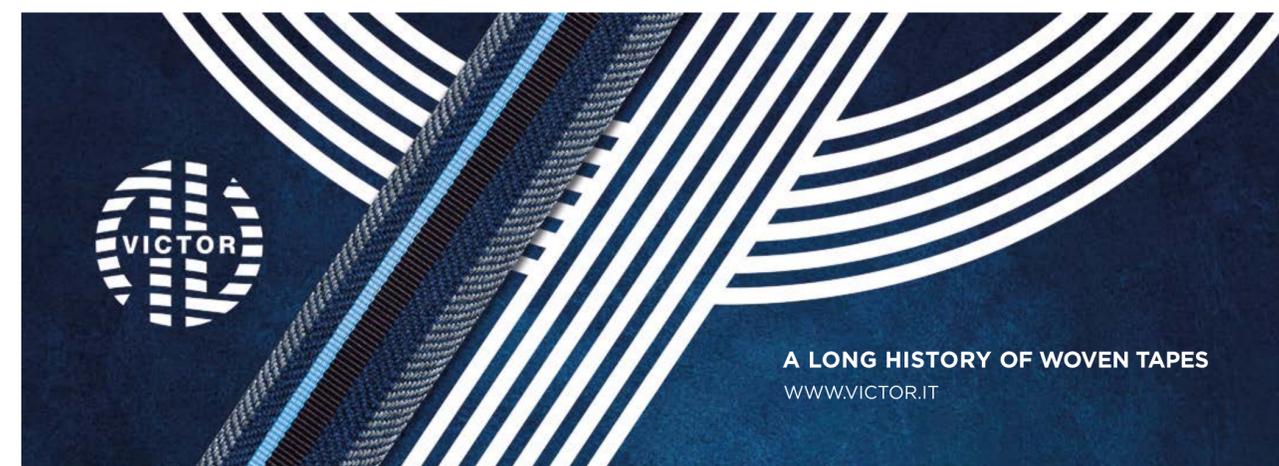
When you love what you do and put your heart into everything you do – which is what we do here at GUESS – it shows. Whether you buy a GUESS dress today, or whether you bought our very first 3-zip Marilyn Monroe skinny jeans in California in 1981, our fashion at GUESS can last a lifetime.

Sustainability is key today within the industry, but how important is it to your end consumer and to your retail partners?

Our customers care a lot, especially in Europe! We cannot close our eyes and pretend that everything is fine – climate change is here. We are committed to be part of the climate solution, are sourcing sustainable materials and reducing waste by focusing on fashion circularity. We are also working to increase and improve how we communicate about sustainability. This is a never-ending journey – we are all learning about sustainability and fashion together!

What are your hopes and expectations for the denim industry?

At GUESS, denim is our world! Right now, denim is known to be a product that has a large environmental footprint, using a lot of water and requiring a lot of chemicals. While we work toward 75% of our denim to be part of our eco collection, my hope is that our industry and suppliers follow our lead. Also, the definition of “eco” must become more strict: better for the environment, cleaner dyes, environmentally-conscious embellishments, recyclable product. Here at GUESS, we never settle: our eco denim just gets better and better. This is our world. This is our future! guess.com



DENIM: TIMELESS STYLE, CONTEMPORARY INDUSTRY

BY OLAF SCHMIDT, VICE PRESIDENT TEXTILES & TEXTILE TECHNOLOGIES, MESSE FRANKFURT



Denim styles are among the most timeless classics in fashion. The transformation of the fashion industry toward greater sustainability through technological innovation is taking the denim sector to a new level. Denim is increasing its focus on sustainability starting with the selection of the right fibers. While cotton is the most important raw material in the denim industry, it has a poor reputation, especially when it comes to cultivation, a process around which there are many myths. That's why the **Transformers Foundation** is working with cotton expert Simon Ferrigno to investigate common statements that claim, for example, that around 20,000 liters of water are needed to produce a pair of jeans.

However, alongside cotton, recycled fibers (from post-consumer waste, pre-consumer remnants, cuttings from textile production or vintage fabrics) are increasingly being used in denim styles. Sustainable denim brands like **Kings of Indigo** offer 100% recycled styles, **Mud Jeans** recycle jeans to make new pieces, and **ArmedAngels** focus on circular designs that are easier to disassemble and recycle

at the end of a garment's life. Furthermore, with the revival of the patchwork trend, upcycling has made its way back onto fashion runways.

A concrete approach to greater sustainability is also cradle-to-cradle design. **ISKO**, one of the world's leading denim producers, has only recently developed a technology that cleanly separates blended cotton and polyester fabrics. The recovered raw material from cotton can be used for a variety of new products from clothing to cosmetics. Antibacterial yarns, which promise longer freshness and thus contribute to water efficiency by requiring less washing, also ensure a longer life and use for denim pieces. The industry is also moving forward in dyeing and finishing: technology providers such as **Tonello** or **Jeanologia**, for example, are using ozone, nanobubbles and lasers to produce stone wash and fading effects.

The topic of transparent supply chains is increasingly making its way into the industry. According to Lukas Pünder, Co-Founder and CEO of **Retraced**,

a platform that fashion brands use to manage and communicate their supply chains and sustainability standards, "transparent communication of a product's value chain and its impact must become key to consumers' shopping experience." Retraced works with denim brands such as **Dawn Denim**, which is setting new standards for fairness and environmental awareness in the denim industry with its own production facility in Saigon.

The international trade fair **Texprocess** (June 21-24, 2022 in Frankfurt am Main, Germany) will showcase all technologies for processing denim: from design, cutting, sewing and dyeing to finishing, textile logistics and e-commerce applications. Additionally, trade visitors will find fibers, yarns and high-tech textiles at **Techtextil**, which is on at the same time. **Neonyt** (January 18 to 20, 2022 in Frankfurt am Main), with its accompanying **Fashionsustain** conference, offers denim collections from sustainable brands, a separate area for apparel fabrics and expert discussions on sustainability.

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Calik Denim



DENIM REINVENTED

BY MANON MANGIN, PRODUCT MANAGER FASHION DEPARTMENT, PREMIÈRE VISION

Denim **Première Vision** is back! All the denim players will be on hand for the big return of the Denim **Première Vision**'s physical show on October 13-14 at Superstudio Più in Milan. **WeAr** asked us in advance what we foresee in terms of trends from the community of denim industrialists and expert craftsmen showcasing their Spring/Summer 23 collections. Manon Mangin, **Première Vision**'s denim fashion specialist was happy to give a sneak peek:

Denim has been one of the first textile industries to tackle eco-responsible development. Having been one of the most un-sustainable industries it is currently the leader of sustainable creations. Right now, denim is going through an evolution of fibers and up-cycling is at the center of the collections. As a base, throughout our exhibitors, organic cotton, recycled cotton and recycled polyesters are being used. The recycled part stems either from post-consumer or post-industrial waste, meaning from their own factory waste or product that was sold and that factories retrieve to re-use the fibers.

In line with a more sustainable attitude, natural fibers are being used to prevent the use of traditional cotton. A lot of linen and hemp can be seen or blends of

the two. Interestingly, not only for summer but also for winter collections. This is not a replacement of cotton but complements it – for example, cotton mixed with hemp. But there are also creations that look denim like, for example by **Velcorex**: linen pants with a denim optic. **Velcorex** also creates yarn out of nettles. A complete novelty is the use of Polylactide fibers, which are biodegradable natural polymers and are made from raw materials like corn, sugar beets, wheat and made from other starch rich products. **Smartcel** are innovative fibers based on natural cellulose, which includes a trace of zinc. Zinc has a big impact on humans' wellbeing and is vital for our immune system, sensory functions and metabolism. The fiber is produced without the use of aggressive chemicals and made from renewable raw materials, making it eco-friendly and fully biodegradable.

Denim is reinventing itself and steps out of its comfort zone, whilst not losing its roots. Lyocell fibers give products a more casual, soft and subtle feeling, making denim more comfortable and opening it up to the world of sportswear. But denim is also heading in the opposite direction, getting ultra-sophisticated by being combined: with fibers like silk and cashmere blends.

In terms of finishing companies are taking a water-saving and chemical-reducing (or removing) approach: laser and ozone or nebulisation are being used to create a bleached effect. New dyeing techniques can also be observed such as **Dyepro** by **Calik** which uses no water and produces no chemicals in the dyeing stage; or **Recycrom** by **Officina+39**, which uses recycled clothes, fibrous material and textile scraps, picking up on the upcycling and recycling trends.

As dyeing gets more natural, the color palette changes, too. As such, there is a balance between a uniform, deep blue due to the lack of deep washes and less finishings, and earthy tones due to more sustainable washings.

Denim **Première Vision** will also be available online. The fashion team will hold two appointments to (re) discover the S/S 23 season: one 'Season Influences Denim' Seminar and one 'Denim Live Sourcing' Session. To help the development of committed and responsible denim collections, Denim PV is also launching the "Smart Keys" video series with three segments to offer the latest on the industry's eco-advances and eco-friendly fabric innovations. denim.premierevision.com

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ARTISTIC MILLINERS: LASER SHARP FOCUS

WeAr interviewed Omer Ahmed and Murtaza Ahmed, who run global denim manufacturer Artistic Milliners, about the sustainable practices they have developed, expansions to the U.S.A. and the denim industry's outlook.

What are the core values Artistic Milliners' sustainability vision stand on?

Omer Ahmed: Artistic Milliners corporate values are authenticity, inclusivity, force for good and climate positive. Our goal is to address greater global challenges of social equity and climate positivity. Our vision is to champion the denim revolution of the future to transform lives and change the world for the better.

Which recent innovations that Artistic Milliners created the most positive impact?

Omer Ahmed: We are taking a holistic approach to sustainability and circularity. Our fresh water consumption for each meter has come down by 60%. Our recent wash innovations – Clear Fade and Clear Vintage – consume 75% less water compared to conventional methods, while using eco-friendly chemicals. Our latest dyeing innovation of Purecolor, is an effort to incorporate nature friendly dyes in our offerings. All Natural Dyes are certified by GOTS and meet ZDHC MRSL requirements. Innovations like Crystal Clear 3.0 and Icebreaker replace traditional chemicals with more organic chemicals, and conventional process with more modern eco-conscious approach.

Sustainability has traditionally been a topic which is far reaching for Artistic Milliners. What have you developed in the past year, which you are particularly proud of?

Murtaza Ahmed: We're proud of the on-ground impact that our Fair Trade USA and LEED Platinum certifications have created. In partnership with our clients, we have launched worker wellbeing programs such as Levi's Adult Literacy and Financial Literacy training, GAP's PACE



Murtaza Ahmed



Omer Ahmed

program; and most recently, we are launching BSR HERessentials program in Pakistan with Bestseller to bridge the digital literacy gap for women. Leading water stewardship, we recycle around 85% of our water, with an aim to achieve ZLD by 2025. We are the first company from Pakistan that committed to achieve Net Zero by 2050.

You are starting to have more operations in the U.S. - please tell us about them.

Murtaza Ahmed: California has historically been a key part of the denim story and the global industry. SFI serves as a major leap in Artistic Milliners' evolution. It gives our brand partners a U.S.-based manufacturing option, allowing for nearshoring at a time of unprecedented logistical challenges around the world. SFI is the next gen facility for denim laundry, design and innovation center that has become a hub for co-creation and collaboration.

What do you feel the market requests from you and how do you realize it?

Murtaza Ahmed: Conscious production is now a key customer demand; our design and production philosophy are built around this idea. The global supply chain challenges like logistics and the rising cost of raw materials are another concern. That's why, we have a laser sharp focus on speed to market and eco-efficiencies.

What is your future vision for Artistic Milliners and the denim industry overall?

Omer Ahmed: The ethos of the new textile economy is analogous to the circular economy: one that restores and regenerates all that it consumes by its very design. Digitalization is the future; as it solves for transparency and wastages, and helps us adapt agile production models. We are investing real-time monitoring software, 3D modelling, digital product libraries as well as blockchain solutions for the new value chain. We are venturing into the piece-dye universe with Artmill. We are aiming for a share in new markets by pivoting into wovens. Artmill is built as the most technologically advanced processing mill in the world. The facility's core product line will include denim hybrids, activewear and workwear.

www.artisticmilliners.com

TOMMY HILFIGER: WASTE NOTHING AND WELCOME ALL

WeAr interviewed Martijn Hagman, CEO Tommy Hilfiger Global & PVH Europe on his vision for denim, Tommy Hilfiger's plans and strategies.



Please tell us about the current Tommy Hilfiger sustainable strategy for casual fabrics, but specifically denim.

Our vision is to create fashion that Wastes Nothing and Welcomes All, covering social and environmental sustainability, and we have set 24 initial targets focused on creating a fully circular and planet-sensitive fashion industry. Denim has always been an integral part of the Tommy Hilfiger brand heritage – Tommy started in the industry in the 60's selling bell-bottoms from the back of a van. To this day, denim remains a staple in our consumers' wardrobe, and our focus is on continuing to offer on-trend designs and implement more sustainable production methods. This includes using post-consumer recycled cotton as well as lower-impact finishes and fabrics.

How do you measure the impact of the positive changes you have been making, what are the results?

We are taking a holistic approach in the transition to more sustainable denim practices, emphasizing circularity and both innovative processes and materials. I'm proud to share that we are on track to exceed our 2025 initiatives ahead of deadline. For example, as of Fall 2021, 2.3 million pieces of denim contain a minimum of 20% post-consumer recycled cotton, nearly achieving our goal of 3 million pieces by 2025. While these are great achievements, they also challenge us to set more vigorous sustainability goals. We know there is more to do – and we are committed to doing it. Our 24 initial Waste Nothing and Welcome All targets are just the start. We will continue to build on our progress by updating our initiatives and innovating across the value chain.

What are your expectations from your denim suppliers? And what are the expectations the end-consumer has towards your final denim product?

Our suppliers are best-in-class and they are just as eager to help make a difference at scale in the industry. Their partnership is essential to our long-term sustainability vision and it is incredibly inspiring to be on this journey together, always learning and innovating as we go. The consumer is our reason for being, so we take their views and feedback very seriously. They expect industry change and look for products that are created in a socially and environmentally positive way. As a brand, it is our responsibility to drive this forward, without sacrificing the quality, style and price point that our consumers are used to from us.

What are your future hopes and thoughts for the denim industry?

I would like to see more collaboration and accountability. We need partnerships both within and outside the fashion industry that place sustainability at the core. As leaders in the denim industry, we're committed to building relationships that authentically embed planet-positive decisions at every level. Our involvement with the new Dutch Denim Deal as well as our partnership with the **Ellen MacArthur Foundation** demonstrate our commitment to drive meaningful and everlasting change. Only together can we work towards building a better fashion industry.



Martijn Hagman



Dutch Denim Deal



Ellen MacArthur Foundation



Tommy Hilfiger's denim sustainability information



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Paul Dillinger



LEVI'S – THE KEY TO THE CLASSIC

WeAr interviews Paul Dillinger, VP of Product innovation at Levi's, about the jeans' environmental impact, how Levi's chooses their partners, iconic timeless designs and his hopes for fashion's future.

How do you measure the impact of the positive changes you have been making? What are the results?

Levi's used the findings from its Life Cycle Assessment, a third party study that measured the five key categories of our environmental impact (land use, carbon emissions, water consumption, abiotic depletion and aquatic eutrophication) at every stage of our product's life. This showed us that the average pair of Levi's jeans consumed 3,781 liters of fresh water and identified fiber cultivation as the most water-intensive piece of the life cycle. [...] We've [subsequently] introduced alternative fibers – like cottonized hemp or Circulose by ReNewcell – that save water and reduce our carbon footprint without sacrificing the comfort and durability we're known for. When we now make a pair of jeans using a novel blend of 50% rainfed cottonized hemp and 50% cotton, we know that we've reduced water consumption at the most impactful stage in the product life cycle by roughly half.

The Levi's 501 is a classic. What does it take to create a pair and to keep the design modern and updated on the market?

The Levi's 501 is an iconic expression of useful design. When we combine this unique Shrink-To-Fit construction, whose spinning and weaving specifications are a trade secret, with our classic shade of dark, red-cast indigo, the result is a unique denim with a distinct look and feel that gets better with age and extended wear. While the 501's construction manual is only modified when there's an opportunity to improve the product, its paper pattern shape – which determines the fit of the jean – evolves over time to accommodate shifts in consumer preference. These slight changes in silhouettes allow the product to adapt and maintain its relevance.

How are you choosing and supporting your denim suppliers?

There are conventional metrics that define a good denim supplier: quality, consistency and value. Levi's also believes in the doctrine of Profits Through Principles, and we look for manufacturing partners who invest in their workers, their community and the environment. We allocate our production to facilities that invest in sustainability R&D and new production practices that conserve natural resources and reduce our carbon footprint – like closed-loop water recycling systems and laser finishing capabilities. [...] Rather than chasing the lowest production costs, we build relationships and trust over time with denim suppliers who share our values.

What are your future hopes and thoughts for the denim industry and its sustainable practices?

We're at a point when the apparel consumer's prevailing appetite prioritizes quantity and convenience rather than quality. [...] Buying a lot of poor-quality clothing has become really cheap and easy. We need to make less. We have to buy better. A well-made pair of jeans and a poorly made pair of jeans have a very similar environmental footprint. The well-made pair might cost a little more but can be worn for years. I'd like to see a renewed appreciation for the value of a well-made garment and a willingness to invest in better products. I'm confident that our industry could adapt to that kind of shift in demand.

levi.com



DYNUS: BETTER GLOBAL SERVICE

WeAr interviews Mehmet Coskun CEO of **Dynamo** and Board Member, US & Dynamo Mills about the latest venture Dynus and the future outlook for the industry.



Mehmet Coskun

Dynus is a collaboration between the US Group, the denim specialist based in Lahore and Dynamo, the high-end dyeing and finishing mill based in Istanbul. How was this collaboration conceived?

It came about after years of close relations between the two companies. It is a logical partnership that aims to combine Dynamo's expertise in R&D and creative collections with US Group's vast experience in producing large quantities of high quality products in one of the most important textile regions in the world. It is a project that is fuelled by mutual respect, love and trust between the two companies that have existed for over a decade. As Dynamo aimed to expand its reach, US Group was the only partner in Pakistan that we ever considered as their values, vision and goals for expansion aligned perfectly with ours.

What is DYNUS and what is its goal?

Dynus is the collection that we called "global fabric service by Dynamo," designed in Istanbul by Dynamo's R&D team and produced by US & Dynamo Mills in Pakistan. The goal is to provide a better global service. The ability to produce Dynamo fabrics in Pakistan overcomes significant hurdles in regards to logistics. It allows flexibility to our customers in regards to their production maps. We can already provide fast service to Europe and North Africa from Turkey, and now we can do the same in Asia from Pakistan.

What are your key innovations for the market?

Our goal remains the same, we are continuously in the kitchen to find new constructions, finishes, coatings and other innovations in a manner that is sustainable environmentally, socially and economically. The pandemic has made more



people realize how important it is to dress comfortably. Looking good still makes you feel good, but looking good whilst being comfortable is taking it to another level, and that's what we're focused on. Producing such fabrics with minimal impact on the environment is what makes us feel good.

Tell us about the new dyeing and finishing factory USDYNAMO JV.

We've basically cloned our factory in Turkey. We've established a "Dynamo Way" in our 30 years of existence and our customers are accustomed to it. As our goal is to provide a global fabric service, it is essential that there is continuity in how we do things, how we produce and how we continue to improve any and everything that we can. One thing that never changes in Dynamo is that we continue to innovate and change, not only with our collection but also with our production methods and machinery.

What is your vision of the market after the pandemic?

Tons of people have this incredible desire to go back to the way things were. They will have a difficult time adjusting, because nothing will be the same and nor should it be. We need to rebuild and recreate with the lessons we have learned over the past two years. And I'm not only saying this about the product, but more so about the way we do business and the way we communicate with each other and the customers/consumers. Those that adjust will thrive and those who can't will fight to survive as it always has been.

www.usgroup.org | www.denimkumas.com.tr



THE SUSTAINABLE FUTURE OF DENIM

There are so many inspiring stories of denim brands and manufacturers innovating ethical and sustainable ways forward. We wondered: what does the sustainable future of denim look like and how can a brand become a powerhouse using sustainability?

We asked some of the leaders in sustainable denim to share their perspective.



TRICIA CAREY

DIRECTOR OF GLOBAL BUSINESS DEVELOPMENT DENIM AND AMERICAS, LENZING GROUP

The future of denim addresses both environmental and social issues from fiber to end of garment use and utilization of the best available technology to develop durable denim crafted by people under fair labor standards. At this moment we have the responsibility to evolve the denim industry reflecting the philosophy and principles of our society.



ALBERTO CANDIANI
PRESIDENT, CANDIANI

There are too many attempts to create too many powerhouses without comprehensive governance. The reality is that all the players are playing the same game in the same market with different rules and regulations depending on where they are based. I believe what is truly needed are global standards that are enforced to ensure that all actors are held to the same expectations and that their conduct is evaluated accordingly no matter where they are operating.



MATTEO SINIGAGLIA
CEO, REPLAY

In 2010, we were among the first companies to introduce sustainability in our sector and to develop new technologies and treatments such as laser (Replay Laserblast), natural pigments (Replay L.I.F.E.) and less water consumption (Replay Water Zero). Initially, this form of sustainability was “reactive” as it worked backwards (less water, less pollution, less chemicals), whereas we have lately introduced a new form of “proactive” sustainability by introducing Hyperflex Re-Used, where the priority is managing resources based on their environmental impact. Where the creation of waste is currently unavoidable, we will strive to reuse, recycle, or recover wasted resources, and that includes energy recovery. When raw cotton is processed into yarn, 10% of it is typically lost as waste. We continually strive to trace, track, and monitor this loss and reuse cotton waste by adding it back into the spinning process. Secondly, producing recycled polyester uses less energy than making it new and reduces the dependence on petroleum as a raw material. Both factors reduce our overall carbon footprint.



FATIH KONUKOGLU
CEO, ISKO

A sustainable future for denim is a future where denim holds a special place in everyone’s wardrobe, with the confidence that comfort and quality are not compromised by sustainability. This requires leadership, collaboration, innovation, and a clear vision in the industry that we all work towards. To achieve a fully traceable circular system, we are dedicated to working towards Responsible Innovation at all stages.



SANDYA LANG

SUSTAINABILITY MANAGER, NUDIE JEANS

I believe we are moving towards a more circular denim industry. It will be characterized by a transparent and traceable denim supply chain, with regenerative and recycled materials and a focus on long lasting products. Customers will become an active part of the denim journey by taking part of different circular activities brands can offer such as repair, second hand and takeback schemes.



ROMAIN NARCY

BOARD MEMBER/ PARTNER, EREKS BLUE MATTERS

Our wish list for the future of fashion is to see the end of fast fashion and goods that end in landfill before even reaching the end-consumer due to over-production. We’d also like to see an increase in on-demand manufacturing and creation of new sales channels, such as consumer-to-manufacturer (C2M) and an industry where Circular Design Principles are consistently applied, entailing no negative impact on the environment and natural resources. Importantly, this future would mean a fair industry with fair wages and working conditions for all workers globally.

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ROUNDTABLE



FUAT GÖZDOĞAN
FOUNDER, WISER GLOBE

Sustainability is growing in importance among consumers and is likely to be critical for competitive success in the very near future. Today, it is definitely possible to have high-quality and good-looking sustainable denim thanks to sustainable innovations such as WiserWash, our patented and award-winning ozone bleaching process. On the other hand, the denim industry is still shrouded by the uncertainty of COVID-19. Yet this uncertainty has offered an opportunity to innovate the existing retail mindset.



MIKKEL HOCHREIN ALBREKTSEN
CREATIVE BUYING MANAGER,
BESTSELLER GROUP

Designing for circularity and paying high attention to sustainability in general are key factors. We see an increased focus on degradable fibers, sustainable dyeing processes in denim mills and treatments in laundries, with water recycling and renewable energy. The trend is going towards denim's original roots, but a bit less stretchy this time, using soft fibers ensure an authentic jeans look whilst feeling much softer than the old school, traditional stiff denim and workwear. Functionality is also a key focus.



HEIKO WUNDER
CEO, WUNDERWERK

First and foremost a brand has to create a good product which satisfies the market's demand. In doing so the entire supply chain must be regarded and should be sustainable. Suppliers must have the technology and be sustainable. But it is not just about the fabric, human working conditions and the impact on the environment count just as much. As the responsible party one cannot make compromises at the expense of people and the environment.

ROUNDTABLE



MARTIN HÖFELER
CEO, ARMEDANGELS

For us, being a pioneer in sustainability means always going the extra mile to develop the most radically sustainable products. The best example: denim is a really dirty business, but we at ARMED-ANGELS show with our DetoxDenim that denims not only look great, but can also be free of synthetic pesticides, toxic heavy metals and chlorine. Radical sustainability through innovation doesn't stop there for us: our latest Circular Denim incorporates fibers from old denim and our Dry Black uses zero water in the dyeing process.



GORDON GIERS
CEO, CLOSED

No power without sustainability. In the denim sector, we consistently focus on sustainability in order to save water, chemicals and electricity: from the first to the last production step, from environmentally friendly materials, to gentle dyeing and washing techniques, to short transport routes. In A/W 2021, the majority of our jeans will already belong to our eco-denim line A BETTER BLUE, a milestone we are very proud of.



CINDY MCNAULL
BUSINESS DEVELOPMENT
DIRECTOR, CORDURA

A sustainable future means factoring in sustainability at every stage of production, combining more mindful components such as recycled materials and purposeful blends with advances in manufacturing processes that cut carbon emissions and waste, while reducing the demand for water, energy and other precious resources. Consumers must be able to demand more from the denim they choose while expecting greater functionality from design that reflects their lifestyles. From the brand perspective, this means a commitment to sustainable denim innovation through the power of collaboration.

Companies are making rapid progress in denim production: "respect for the environment, respect for the world". We are aware of our responsibility to nature and people, and develop methods that will ensure continuity in R&D and innovation activities for a sustainable growth.

Regarding our sustainable production: We [try to be] conscious towards the ecosystem by using energy resources from solar and wind energy, waterless dyeing and finishing techniques and alternative man-made fibers instead of using animal and natural fibers.



MURAT AYDOĞDU
SALES & MARKETING MANAGER,
KILIM DENIM



TOLGA OZKURT
DEPUTY GENERAL MANAGER OF SALES AND
MARKETING AND GENERAL COMMITTEE
CHAIRMAN, CALIK DENIM

It is vital to adopt a holistic approach in order to eliminate the negative effects on the environment! This is an approach that can only be implemented through collaboration. Being "sustainable" is not a concept that you can achieve with your own production or by yourself. It is important that you act consciously - from the raw materials you use in production, to the chemicals, to the energy you consume from renewable sources, to zero waste - and it should proceed with the same logic with subsequent processes. Similarly, if you can create a circular economy throughout your business, you will have built a powerhouse that eliminates the negative impacts of the denim industry.



SARAH AHMED
CHIEF CREATIVE OFFICER, DL1961

All our denim manufacturing for DL1961 is done in our family-owned, sustainable factory. From solar power and water recycling to using the latest water-saving yarns and laser and ozone finishing technologies, all the denim from our facilities, whether for our own U.S. brands or global brands we partner with, is a testament to reimagining denim production. The result? Jeans that are high performance, ultra-comfortable, and require less than 10 gallons of water to make (versus the traditional 1500).



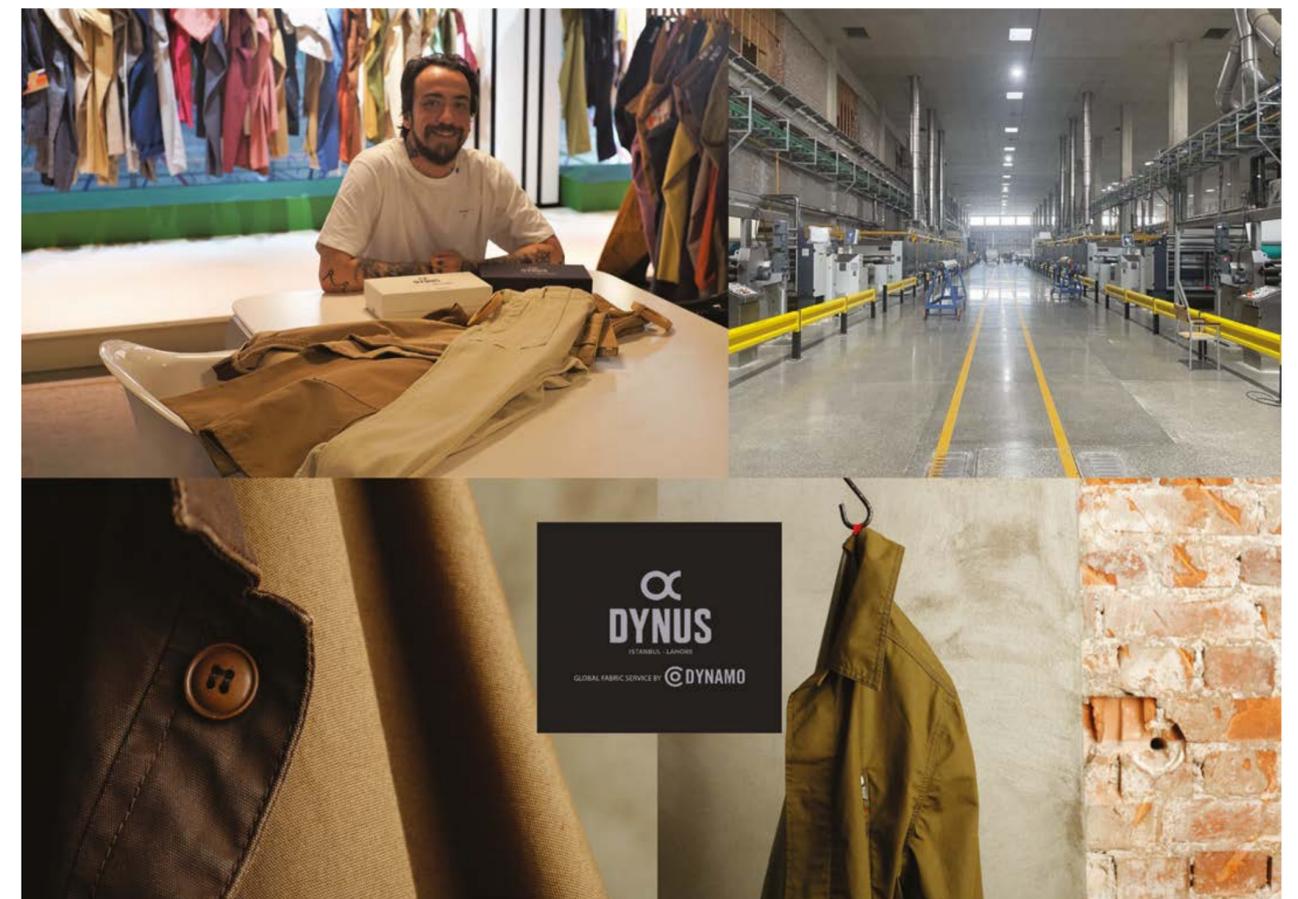
SEDAT SUALP
SALES & MARKETING DIRECTOR,
DNM DENIM SALE & MARKETING DIRECTOR

We can't yet completely remove the negative impacts, but we can and should recycle. We believe that investing in and using the right sustainable technology can help us solve the biggest problems we face in the fashion industry. DNM Denim has a water treatment and waste management system using 84% recycled water in production as well as post-consumer fibers for a circular economy.



ANATT FINKLER
CREATIVE DIRECTOR, GLOBAL DENIM

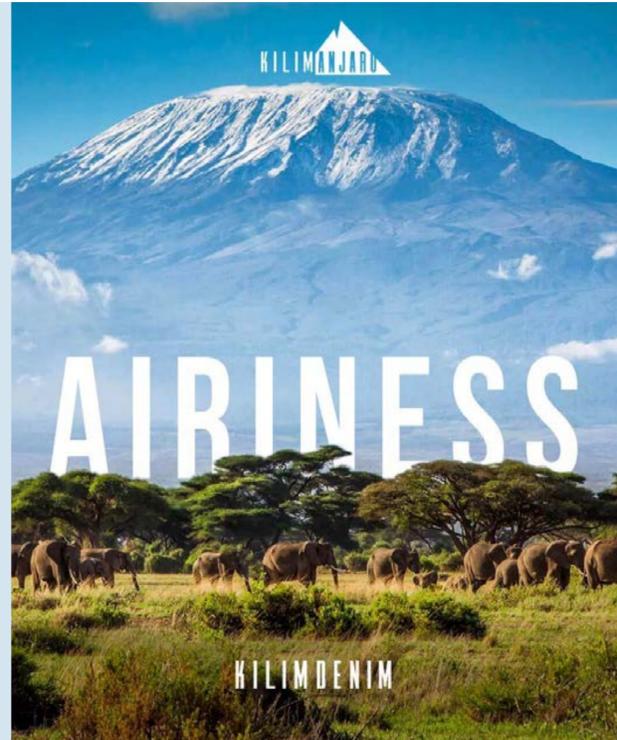
The future of sustainable denim is modern, progressive, with a shift in mindset where the term "sustainable" will no longer apply, as all denim production would be normalized into ethical and responsible parameters including environmental, social and economic aspects. Denim will also be designed for longevity and circularity, where minimizing waste and utilizing new materials, fibers and innovative processes take center stage. Finally, it is a future where sustainable denim is inclusive and available to all.



Kilim Denim: Kilimanjaro

Kilim Denim's latest collection, Kilimanjaro, uses **Everfresh** acrylic fiber, which adds antibacterial properties and provides thermal comfort to the fabric, making the denim light and soft. Kilimanjaro Denim aims to prevent both bacteria formation and subsequent bad odors with the goal that users need to do less laundry, leading to reduced water and detergent consumption. Additionally, the collection preserves its soft touch even after multiple washes and reduces friction with the skin.

kilimdenim.com



Replay: Rose Label Capsule

The Rose, an authentic symbol taken from the **Replay** archives, is revived in a new and feminine capsule collection. The Rose Label blossoms in every garment thanks to small details: satin patches are embellished with an elegant, embroidered rose. Denim is available in different fits: a boyfit and a straight fit with a vintage look. Two medium washes on a deep indigo fabric with an authentic feel, lightly treated finish and subtle rips are being presented. The Rose Label patch is positioned onto rear leather labels, pockets and side details. The collection was previewed through an exclusive partnership with German retailer **Breuninger**. www.replayjeans.com



ISKO: Partnership with MoRe Research

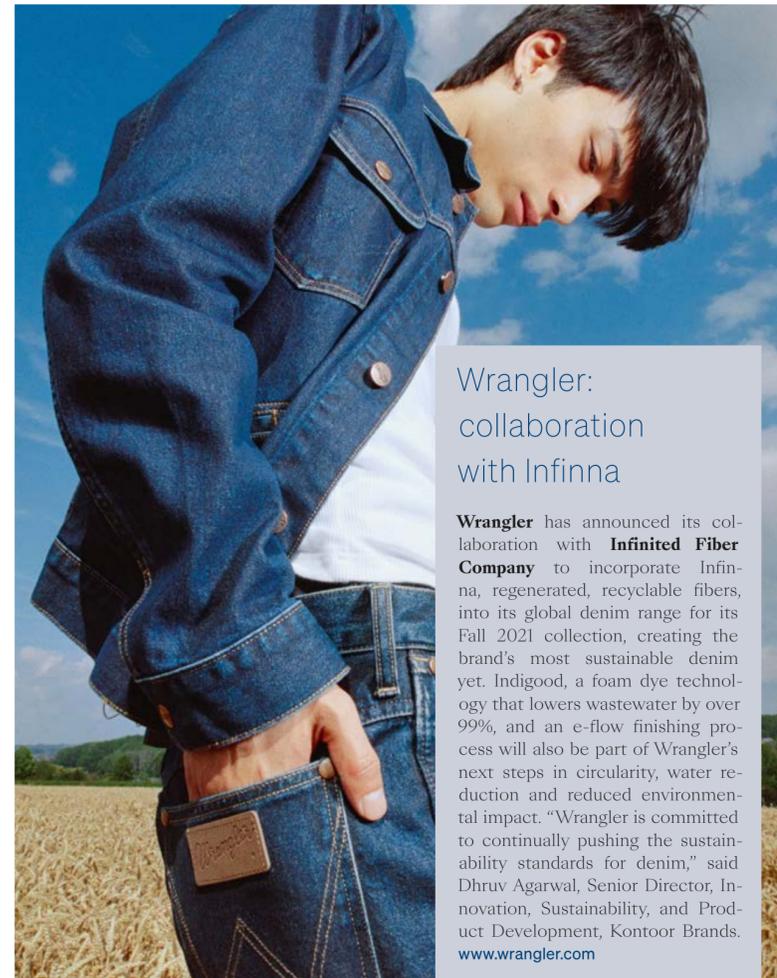
To help create a fully circular fashion industry, **ISKO** has partnered with Swedish research and development company MoRe Research to investigate and develop new, sustainable technologies made from cellulose-based materials. It is hoped this research will help make the production of cellulose-based materials more sustainable. This is in line with Isko's Responsible Innovation strategy and links to projects like ISKO's agreement with HKRITA to license its Green Machine, a technology separating and recycling cotton and polyester blends at scale. iskodenim.com



Bossa

In line with **Bossa's** definition of sustainability as "a continuous development that helps meet the needs of the present generation without compromising the ability of future generations", the company created the A/W 22-23 collection with the theme 'Bossa cares'. Recycled and sustainable fibers were used and Bossa developed new hemp blend-

ed denims called HEMPHY. The SaveBlue dyeing technology is moving towards zero water: an 85% water reduction was achieved compared to conventional dyeing, which also reflects a decrease in wastewater. In terms of garment finishing, Bossa uses laser- and ozone-friendly items and natural colors. www.bossa.com



Wrangler: collaboration with Infinna

Wrangler has announced its collaboration with **Infinited Fiber Company** to incorporate Infinna, regenerated, recyclable fibers, into its global denim range for its Fall 2021 collection, creating the brand's most sustainable denim yet. Indigood, a foam dye technology that lowers wastewater by over 99%, and an e-flow finishing process will also be part of Wrangler's next steps in circularity, water reduction and reduced environmental impact. "Wrangler is committed to continually pushing the sustainability standards for denim," said Dhruv Agarwal, Senior Director, Innovation, Sustainability, and Product Development, Kontoor Brands. www.wrangler.com



Lenzing: TENCEL fibers 'Bast Recast'

The latest Sustainable Denim Wardrobe, entitled 'Bast Recast', mixes historic hemp fibers with the versatility of **Tencel** fibers. The collection takes its name from the idea of recasting – or relaunching – bast fibers, which include linen, flax and hemp. "The interest in hemp is like a new beginning in the apparel area," said Michael Kininmonth, project manager at **Lenzing**. Both Tencel Lyocell and hemp can claim to have a low environmental impact due to their low water use, high yields and low pesticide use during cultivation. Throughout the project, responsible products and processes have also been used wherever possible. tencel.com



Jacob Cohën: Haute Couture Jeans

The men's collection for A/W 21-22 goes back to the brand's roots: great attention to detail, tailoring, impeccable fits and fine fabrics with denim taking center stage. The brand's luxury DNA can be seen in the details: the labels are made with stingray, crocodile and caiman leather. After several washes, the Limited Edition pieces exhibit a mini silver plate with an engraving of the numerical series. The buttons of some models are the reproduction of a battery plate, giving them a vintage, rock & roll effect. The brand also works with Japanese Kintsugi, the art of joining fragments of broken ceramic objects with molten gold. This can be found in both buttons and labels, creating luxury denim pieces. Jacob Cohën creates not merely jeans but male haute couture and complements this with both outerwear and ready-to-wear pieces. www.jacobcohenshop.eu



Wunderwerk

German sustainable brand wunderwerk's latest collection reduces the skinny and introduces more 80s styles with wider silhouettes as well as high waisted wide shapes. Short lengths have been high on demand especially by end-consumers. The brand has chosen its tagline 'More than Organic' to illustrate that 'only' using organic cotton is not enough to achieve sustainability. Rather, wunderwerk pays attention to all stages of the value chain as well as how it operates with its suppliers, customers and employees. As such the brand always has relinquished the use of chemicals in the finishing process and uses ozone, laser and airbrush techniques. It is using organic cotton but no recycled fabrics: "Plastic should not touch the skin in any way and recycled fabrics are not in line with our DNA to use organic materials. Where, for example, the raw material for a 'normal' viscose derives from wood, but the chemicals used are hazardous for the environment and damaging to skin, we can hardly talk about a sustainable fabric – nor about a 'natural fibre'", explains CEO Heiko Wunder. The brand's water consumption per jeans is between 0.7-10 liter water for the denim finish and even wunderwerk's 'Tencel denim which usually requires 7 liter water per meter now hardly uses any. www.wunderwerk.com

THE POWER OF PEOPLE-CENTERED PRODUCTION

ROSIE FINDLAY

Many denim brands are actively seeking to sustainably transform not only their production processes but also the lives of their employees and collaborators. Here, **WeAr** distills the insights shared by some of the most exciting change-makers in denim, whose commitment to transforming lives through visionary business models and initiatives are already making a difference in denim.

One factor that makes a significant difference in sustainable production is making products locally. All of **E.L.W.**'s jeans are designed and produced within a five-mile radius of the brand's studio in East London. According to founder Anna Foster, this is vital as "social sustainability is as important as environmental sustainability. As a UK brand, I feel it's our duty to produce here, supporting the UK garment manufacturing industry that is once more growing."

Mother Denim shares this commitment, with 95% of overall manufacturing done locally in Los Angeles, all by manufacturing partners located within a 14-mile radius of their headquarters. As Co-Founder and President Lela Becker explains, making this change is also smart business, as "keeping our production local reduces our carbon footprint by limiting shipping and freight transportation."

While people-centered production is also a core value at **Outland Denim**, what it looks like in practice is different. They have an impact-led business model "designed to create a cycle of empowerment for those in need by providing opportunity, a safe and supporting working environment, a living wage, training, health-care and education for people who have experienced or are at risk of experiencing modern slavery, exploitation and abuse.", explains CEO James Bartle.

The brand recently worked with The Rights Lab at University of Nottingham, who concluded that this



1 Angel Nokonoko
2 Anna Foster
3 Ebru Debbag
4 James Bartle
5 Lela Becker

business model benefits not only individual workers, but their families and wider communities, too. Beyond the human impact, abolishing modern slavery would have a profound environmental benefit. Academics estimate that if modern slavery were a country, it would be the third largest emitter of carbon dioxide in the world, so abolition is one of the most effective ways we can counteract climate change.

Positive environmental change and transformation of lives also drives business at **Soorty**, where reshaping denim starts with empowering farmers and enriching the soil. They have recently launched Soorty Organic Cotton Initiative, to improve the lives of 1000 farmers who will be growing organic cotton. It is no different on the factory floor, which are used "as spaces for social change", to quote Executive Director of Global Sales and Marketing, Ebru Debbag. For example, Soorty have hired hearing impaired individuals in high-noise areas in its laundry, flipping disabilities into strengths as part of their Prism Project.

At **NokNok**, educating customers in an inclusive and transparent way about their sustainable efforts and sharing feedback from their factories with them is a crucial way of bringing producers and consumers closer. But of course, underpinning all of these changes is the importance of the product offering being desirable and exciting. Of which aspect of NokNok is founder Angel Nokonoko most proud? "Our products! They make you look fuckin' cool!"



DENIM CHECK

WeAr spoke briefly with Victoria Allen, Concept Designer for H&M Ladies Denim

What trends and innovations are you looking for in the denim sector?

We are always looking for new trends with a focus on sustainability. Last year we worked together with the **Ellen MacArthur** to create a range of jeans in accordance with their Jeans Redesign guidelines. In January this year, we collaborated with iconic denim brand **Lee Jeans** and, for the first time, shared the Life Cycle Assessment (LCA) data on hm.com, indicating the water, CO2 and energy impact of each denim garment from raw materials to end of use.

Our latest denim range, The Recycled Denim Collection, is our most recycled collection to date. Made from 100% recycled fabrics, threads, labels and pocketing, and partly out of recycled metal zippers and trims. The washing technique used has a low environmental impact and is free from harmful chemicals, and the fabric dyes used save between 65% and 95% water versus conventional dyes and are all aniline-free.

What are your expectations in terms of sustainability when it comes to suppliers?

The industry can't continue in the same way - we need to change how fashion is made and consumed today. [The H&M Group's goals] are to have a climate neutral supply chain no later than 2030 and a climate positive value chain by 2040. This includes energy efficiency, renewable electricity and renewable fuels. Residual emissions will be compensated. We are working towards these goals by reducing emissions in our own operations by 40% before 2030 (with 2017 as a baseline) and by reducing emissions from raw materials, fabric and garment production by 59% per product before 2030 (with 2017 as a baseline). We have spent the past 20 years working together with our suppliers and their partners to create a sustainable supply chain. We're not there all the way yet, but we have made a lot of improvements and many investments along the way.



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DENIM TOP 100



1	Paige Adams-Geller	Founder Paige	BRAND
2	Omer Ahmed & Murtaza Ahmed	CEO & Managing Director Artistic Milliners	INDUSTRY
3	Stefano Aldighieri	Founder Another Design Studio	DESIGNER
4	Giorgio Armani	Founder Armani Jeans	BRAND
5	Junior Arraes & Danny Hodgson	Rivet & Hide	RETAIL
6	Han Ates	Founder Blackhorse Ateliers	DESIGNER
7	Klya & Demitra Babzani	Founder Self Edge	RETAIL
8	Sanjeev Bahl	Founder + CEO Saitex Denim	INDUSTRY
9	Scott Baxter	CEO Lee, Wrangler	BRANDS
10	Lela Becker & Tim Keading	Founders Mother Denim	BRAND
11	Chip Bergh	CEO Levi Strauss	BRAND
12	Fabio Bisogno	Owner Clanupstairs	RETAIL
13	Julian Born	CEO LYCRA	INDUSTRY
14	Renzo Braglia	CEO Brama Group	SHOWROOM
15	Michael Buckley	CEO True Religion Jeans	BRAND
16	Rudy Budhdeo	CEO Son of a Stag	RETAIL
17	Magdalena & Markus Budim	Owners The Budims	RETAIL
18	Markus Cadruvi	Founder Dee Cee Style	RETAIL
19	Alberto Candiani	President Candiani Denim	INDUSTRY
20	Tricia Carey	Director Business Development Denim Lenzing	INDUSTRY
21	Joel Carman	Founder Over The Rainbow	RETAIL
22	Franco Catania	CEO Giada S.P.A.	BRAND
23	Jonathan Cheung	Designer Unspun	DESIGNER
24	Daniel Cizmek	Owner DC4 Japanese Denim Store	RETAIL
25	Emily Current & Merritt Elliott	Co-Founders Current/Elliott	BRAND
26	Jason Denham	Founder Denham	BRAND
27	Miguel Dheedene	CEO Fashion Club 70	SHOWROOM
28	Fatih Doğan	General Manager Calik Denim	INDUSTRY
29	Jay Doughten	Managing Director Blue Owl Workshop	RETAIL
30	Borys Fridman	Owner JeansJeansJeans	RETAIL
31	Mr. Haruya Fujita	President Kurabo	INDUSTRY
32	Gordon Giers	CEO Closed	BRAND

33	François Girbaud	Founder and owner Marithé + François Girbaud	BRAND DESIGNER
34	Adriano Goldschmied	Founder Genius Group	BRAND DESIGNER
35	Reinhard Haase	CEO Unifa Group	SHOWROOM
36	Shinichi Haraki	CEO Iron Heart	BRAND
37	Donwan Harrell	Founder & Creative Director ARTMEETSCHAOS	DESIGNER
38	Roger Hatt	Owner VMC Original Store	RETAIL
39	Tommy Hilfiger	Founder Tommy Hilfiger	BRAND
40	Martin Höfeler	CEO Arnedangels	BRAND
41	Johnny Johansson	Co-Founder & Creative Director Acne	BRAND
42	Manoru Kaihara	Owner Kaihara Denim	INDUSTRY
43	Murat Karamanci	Board President Orta	INDUSTRY
44	Norbert Kaltenbach	Owner Jeans by Kaltenbach	RETAIL
45	Matthew A. Kaness	CEO Lucky Brand	BRAND
46	Peter Kim	Founder Hudson Jeans	BRAND
47	Issei Kinoshita	Store Manager Hinoya	RETAIL
48	Sebastian Klinder	Managing Director and Owner Munich Fabric Start	TRADE SHOW
49	Fatih Konukoglu	CEO Isko Division	INDUSTRY
50	Yul Ku	CEO AG Jeans	BRAND
51	Marco Lanowy	Managing Director Alberto	BRAND
52	Gilles Lasbordes	General Manager Première Vision	TRADE SHOW

53	Chris Leba	CEO R13	BRAND
54	Douglas Luhanko	Owner Second Sunrise	RETAIL
55	Ellen MacArthur	Founder Ellen MacArthur Foundation	FOUNDATION
56	Steve Maggard	President Cone Mills	INDUSTRY
57	Asif Malik	CEO US Denim	INDUSTRY
58	Paul & Maurice Marciano	Co-Founder & CCO GUESS	BRAND
59	Cindy McNaull	Business Development Director INVISTA (Cordura)	INDUSTRY
60	Hiroyuki Murai	CEO Moussy	BRAND
61	Dennis H. Nelson	CEO The Buckle	RETAIL
62	Tsuyoshi Noguchi	Director Minedenim	BRAND
63	Andrew Olah	Founder KingPins	TRADE SHOW
64	Salvatore Parasuco	CEO Parasuco	BRAND
65	Giovanni Petrin	General Manager Martelli Lavorazioni	INDUSTRY
66	James Quirk	Managing Director Ron Herman	RETAIL
67	Luca Roda	CEO, Jacob Cohën	BRAND
68	Lena-Sophie Röper	Premium Buying Director Zalando	RETAIL
69	Andrew Rosen	Co-Owner Alice + Olivia, Rag & Bone, FRAME, Veronica Beard	BRANDS
70	Renzo Rosso	Founder Diesel	BRAND
71	Jeffrey Rudes	Co-Founder J Brand & CEO L'Agence	BRANDS

72	Chnanon Sachdev	Founder Pronto Denim	RETAIL
73	Pierre Schmitt	CEO Velcorex	INDUSTRY
74	Ksenia Schneider	Designer Ksenia Schneider	BRAND DESIGNER
75	Olaf Schmidt	Vice President Textiles & Textile Technologies Messe Frankfurt	TRADE SHOW
76	Benny Seki	Owner Take 5	RETAIL
77	Martijn Hagman	CEO Europe, CEO Worldwide Tommy Hilfiger PVH	BRAND
78	Enrique Silla	Founder Jeanologia	INDUSTRY
79	Matteo Sinigaglia	CEO Replay	BRAND
80	Thomas Stege Bojer	Founder Denimhunters	BLOGGER
81	Ricardo Steinbruch	Owner Vincunha	INDUSTRY
82	Palle Stenberg	CEO Nudie Jeans	BRAND
83	Shinzo Suzuki	President Denim Tech	INDUSTRY
84	Nick Takayuki	Designer Kato	BRAND DESIGNER
85	Tracey Tan	Co-Owner Queen's Couture The Denim Store	RETAIL
86	Flavio & Alice Tonello	General Management & Marketing Tonello	INDUSTRY
87	Jens Grede & Erik Torstensson	Founder Frame	BRAND
88	Jean Toutou	Founder A.P.C.	BRAND
89	Uçurum family	Owner Bossa	INDUSTRY
90	Uwe van Afferden	Owner Heritage Post Store	RETAIL
91	Menno van Meurs	CEO Tenue de Nîmes	RETAIL
92	Bert van Son	CEO MUD Jeans	BRAND
93	Jos van Tilburg	Founder G-Star	BRAND
94	Andrea Venier	Managing Director Officina +39	INDUSTRY
95	Marcus Wainwright	Founder Rag & Bone	BRAND
96	Marcella Wartenbergh	CEO Pepe Jeans	BRAND
97	Mark Werts	Founder, CEO American Rag Cie	RETAIL
98	Gordon Wu	Owner, Vigoss	BRAND
99	Heiko Wunder	CEO wunderwerk	BRAND
100	Tadashi Yanai	President Fast Retailing Group	RETAIL

This list honors the 100 most influential people in the denim industry. Together with an advisory panel, the editorial team of WeAr has researched and selected denim movers, shakers and influencers. It is a combination of outstanding denim brands, washing experts, fabric and yarn producers, as well as the best retailers, shows and showrooms. They were chosen based on their achievements and each one of them has made a significant contribution to improving the industry. There are undoubtedly many others we could name, and we applaud all those striving to enhance and improve the business. This list will be continued and changed according to the times. We invite our readers to contribute with suggestions – please email info@wear-magazine.com.

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info@wear-magazine.com

