WeAr

DENIM

Casual Fabrics and Sustainable Technologies

Artist: Ian Berry

DYSTOPIAN TRENDS FOR DENIM

Designers picture the future of denim with circular materials, handcraft techniques, and grunge influences in the laundry.

REGENERATIVE PRACTICES IN DENIM

Step forward for cotton, denim's most widely used fiber, by improving farming methods and employing sustainable long-term solutions.

METAVERSE DENIM

Brands are expanding into digital spaces for denim in the entire supply chain - new implementations in sales, retail, and product experiences.

Welcome to another issue of **WeAr Denim**. Let us start by thanking you for your support. The denim community has been tremendously welcoming this new publication, which we try to evolve and perfect with every issue. If you have any suggestions, always feel free to reach out to us – we look forward to hearing from you. WeAr Denim aims to serve this community best.

Having seen the main fashion shows during recent fashion weeks, one thing is certain: Denim continues to be on-trend. From ready-to-wear to footwear and via couture, our favorite blue fabric was present in all its beautiful varieties.

However, now is not the time to relax and ponder on the success. Difficult times are to come, and there are still a lot of parts of the denim world that need improvement.

Hot sustainability topics will be regenerative denim as well as environment-friendly chemical solutions. With raw material prices on the rise, these key words are not easy to establish, but the most important thing is already under way: The big brands came up with fashionable denim, which creates demand. If the design is right and the brand positions itself well, a slight increase in the end-consumer price for the greater good of the core element might be justified. However, this means that the industry needs to work together and continuously has to communicate and educate all value chain partners. Collaboration is the key word mentioned in our roundtable on denim education in our issue.

Let's take the upcoming shows to get together and see how we can best create partnerships for the good of the industry, better sustainable methods, and more prosperous future business.

Looking forward to hearing what you are all planning in the future.
All the best for your business.

Shamin Vogel
Editor

IT'S ONLY A PAIR OF F***ING JEANS

Rudy Budhdeo, CEO of **Son of a Stag**, shares his experience and viewpoint on the value of denim.

Our store Son of a Stag is a watering hole for all the denim heads and designers who shop for inspiration as we very likely carry the widest choices of selvedge denim jeans - certainly top-tier Japanese brands. However, we welcome absolutely everyone who is genuinely interested in buying the best pair of high-quality jeans and needs specialist service. On a Sunday, we will occasionally get someone in the store who will protest about the prices charged for these special jeans, which mostly retail between 200 and 300 GBP, and say, "Why are they so expensive - it's only a pair of f**king jeans".

Actually, NO - it's much more than that from different points of view. So, let's dive into the conversation and avoid being too geeky. The price is built up of many things, from the place where the cotton came from, as that has a bearing on the quality of the fabric, to where the fabric has been woven and dyed (and add to that should you want a vintage finish) and also where it is put together (cut, make, trim).

Let's discuss the making of the fabric, where the most sought-after fabrics are from Japan, especially since **Cone Mills White Oak** (USA) has ceased trading. Japan is known for producing high-quality manufacturing in all fields, and denim is a particular strength. Most of the best denim in the world comes out of Japan since the old vintage shuttle looms found their way there when the USA moved to modern machinery around the 1950s. These old looms produce a fabric with its own edge (self-edge - abbreviated to selvedge or selvage denim). It is usually woven with contrasting colors on the edge and therefore doesn't need the overlocking that the cheaper, faster production fabrics have to have (listed as open-end fabrics). You can normally see the selvedge on the outer edge if you were to cuff the bottom of the jeans. The production is very slow, and these machines need a lot of care; as each breaks down, there will be more limited productions of the narrow-width self-edge denim, making it even more scarce.

I have visited many denim mills, dyeing plants, CMT factories, and Industrial laundries in various countries. I have to confess that Japan has the best production I have personally seen anywhere. I think it is because Japanese people are very proud of producing the best, and pricing is eventually costed as an afterthought, while things in the West are often produced with a price structure in mind.

To the person with the question relating to the pricing, I would like to point out that you get more than what you pay for with Japanese selvedge denim, especially since margins at this level are restricted by keeping the price structure tight to make it affordable. In contrast, the margin on cheaper production jeans mainly attracts much better margins for the retailer. Denim factories, like other factories, can sometimes have extremely poor conditioners for the workers, and child labor has been noted in many. Having visited many manufacturing facilities in Japan, I am pleased to confirm that I have always been very proud to stock the Japanese production in our Son of a Stag store.

A quick browse on our website will show the array of specialist hard to find Japanese brands and also the biggest width within these specialist brands as we are biggest traders of many Japanese brands.

I am proud to say that I have an amazing team that can look after most people's denim dreams.

METAVERSE ERA FOR DENIM

SHAMIN VOGEL

How can denim present itself in the metaverse? An utterly digital space? Yes, it is possible. The metaverse is not only a buzzword together with its related terms 'Blockchain' and 'NFTs' (non-fungible tokens). It is an alternate reality that gives users access to a customizable world that is boundless and completely immersive. Through VR headsets and AR glasses, people can enter new worlds and build a parallel life. This creates a virtual economy that brands have to discover to expand the business. The metaverse is still at its very beginning, but denim brands have already started experimenting with it.

The metaverse enables brands to create entirely new customer experiences, thereby creating a better connection to the brand. As a virtual selling tool, **Orta** has created an immersive VR denim journey called MetaDENIMVerse to engage with their customers. People can enter into a 3D world of stories and fabric possibilities by entering something akin to a game about Orta's origins and its fabric and dye inspirations. It recently also launched The Open Ticket collection, a sustainable denim collection available both in the virtual and the real world. **Wiser Wash** showed a VR experience at the **Denim Première Vision** 2021 trade show in Milan, enabling designers to explore their latest machinery as if they were visiting the factory.

Wrangler

Of course, brands too have hopped onto the digital train to engage with the new consumer group in the metaverse. **American Eagle** aims to reach out further to the Gen Z consumer group by entering the virtual space. In partnership with NFT developer VaynerNFT and the digital wallet provider Bitski, the company launched 120 NFTs available to mint over three days for just 1 USD each. The idea was to these make NFTs (which are virtual images showing good-vide themes) accessible to a young consumer group. These free-to-mint NFTs also provide access to a corresponding physical collectible. The real-life patch of the purchased NFT can be sewn onto their favorite pair of American Eagle jeans.

Wrangler collaborated with the soul singer Leon Bridges to celebrate its 75th birthday. They released 75 NFTs called "Mr. Wrangler Icon," showing a floating denim suit originally designed for Bridges performing one of his signature dance moves. Those who secured one of the NFTs (consumers were able to bid on them) also got a VIP pass to Leon Bridge's performance during New York Fashion Week and a digital wearable for the metaverse Decentraland.

Being on the innovation forefront, in 2019, **Levi's** created a 3D-rendered wardrobe for the QQ Dance's game characters. Recently, the brand created a raffle for French shoppers who could scan a QR code to win one of 10 (real) pairs of the new Circulose 501 Original jeans made from organic cotton and recycled denim alongside an exclusive digital version: The Levi's 501 NFT. The winners received an NFT certificate guarantee, offered through blockchain Ethereum. This will create an enduring connection between the brand and the consumer. Potentially the NFT survives the real jeans.

Entering a new world – the metaverse – is opening the doors to many innovations, and as the examples above show, the denim industry is only at its very beginning. Looking at the world of sportswear and sneakers, which offer customization opportunities in the metaverse and even enable users to bring their design ideas to life, there is room for further innovation.

The metaverse is a unique opportunity to let consumers enter the world of denim in-depth. Traveling through denim's supply chain and showing how factories operate, where cotton comes from, and maybe even create new design tools to reach those customers who, today, would see denim as an everyday staple rather than a highly desired fashion collectible.

TREND DIRECTORY SPRING SUMMER 2024

JULIETA MERCERAT

The demand for vintage and authentic garments continues to grow, manifested in new collections driven by the obsession of millennial and Gen Z consumers to dress in clothes that evoke the youth of the 2000's. Denim looks are elevated, expressing dedication and complexity, turning to each designer's creativity.

While the big brands set trends, social networks propel movements such as DIY and "do it your way," which reflect expression, seeking to stand out from the garments offered in the market, awakening an exploration for customization, a zero-waste culture and moving towards a circular economy.

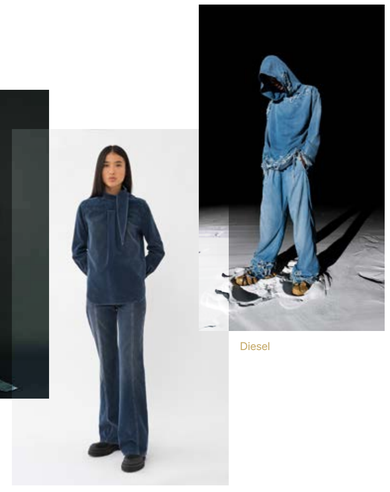
A third pillar, parallel to the nostalgic influences, is the development of the virtual and 3D worlds, which seem to exaggerate silhouettes and garments reminiscent of characters and avatars from the metaverse.

Y/Project, Photo: Filippo Fior

Diesel

Amiri

Sportmax



See By Chloé

Diesel

WASHES & FINISHES

The S/S 2024 trends get stronger when we see collections like **Diesel**'s, with significant development in sustainable laundry and printing processes. **Versace**'s Resort 2023 collection maximizes resources by creatively applying concepts such as repairing and reusing. The resulting palette is broad and complex, with different color shades of indigo and irregular dirty dyes.

During denim washing, imperfect surfaces are taken to the extreme. Rips are made with laser technology that creates textures or even supersized rips, raw edges, and decorative frays. The "distressed culture" as decoration can be seen in collections with total denim looks, like **TAAKK**'s and **Y/Project**'s. The color contrast in the garments is highlighted by acid wash processes and ozone color fading. The goal is to get authentic but maximized faded look. According to **WGSN**, lighter and faded styles show growth (+48% Year over Year), but dark/raw denim declined (-27% YoY).

Color treatment is also possible on garments with an acid wash or an intense PP spray effect. For a summer look, the colors used for the over-dying processes are light brown and yellowish, with faded patches to create a contrast with the whites. There are inspiring brands that illustrate this, such as **Paradoxe Paris**, with mending techniques, **Forêt Vierge**, with a minimalist aesthetic of reparation on vintage **Levi's**, **Lee**, and **Wrangler** garments, or denim mill **Outside Denim Lab** with jacquards that imitate authentic rips.

FABRICS

Regarding fabrics, brands choose sustainable alternatives with an environmental impact prediction of the final product. Fabrics developed to fit a circular economy, with a high percentage of recycled fiber, undyed yarns, or dyed in low concentrations, are ideal for a blue summer palette. The key fibers are PCW (post-consumer waste) cotton from ancient jeans, **REFIBRA**™ from **TENCEL**™ that recycles cotton scraps transforming them into cotton pulp, and **Circulose**® a new material made from recycled cotton from **RENEWCELL**. Fabrics constituted by mixed materials result in authentic but draping structures like **Maison Margiela** jeans, provided by the cellulosic fibers, giving a sense of comfort to the person wearing the garment.

Fabrics dyed with bright medium indigo hues provide garments with contrast for a perfect light blue, and fabrics with a low concentration of indigo result in calm tints of blue with vintage fading shades and somewhat dirty tones. For example, the **Blumarine** and **Our Legacy** collection showcase authentic-looking denim bases, twill construction, and a range of vintage indigos.

Playing around with impure indigo seems to be one of the keys. The market also offers light grey fabrics, low-concentration blacks, and other non-denim colors with pigments that can give a denim effect after some washing and finishing processes. **Maritaş Denim** has a wide range of color solutions for its fabrics and companies such as **Cone Denim**, **Kipaş Denim** and **Calik Denim**, who offer a variety of recycled content fabrics with eclectic tones.

JW Anderson

Christian Dior

Y/Project, Photo: Filippo Fior

FITS

The nostalgic-inspired style of the 2000's, combined with the influence of characters from the metaverse and digital art, would result in looks that seek to exaggerate the silhouettes. The metaverse is growing, transforming the physical world with psychedelic looks and colors. Denim looks appear hybrid and modular, with layers and varying dimensions. Wide and baggy fits are present on the catwalk for both mens and womenswear.

JW Anderson's and Diesel's collection showcase baggy shorts. **Rhude** and **Amiri** have low-rise cargo trousers with large pockets, ragged garments, fabrics with personality, bold twills, or a robust slub texture. Loose fits are made in midweight fabrics that drape and soften to show the voluminous sewing patterns. At the same time, the Y2K inspiration is observed combined with other emerging trends such as the 70s, with bootcut and flared trousers, which give a wide-leg fit, combined with floral textures or botanical-inspired decorations.

FASHION GOES BACK TO GRUNGE

SARA VAN PEE
DENIM PREMIÈRE VISION

The A/W 23-24 season saw a big comeback of the grunge aesthetic. Originally a music subculture from Seattle, grunge became the main trend in the 1990s. Bands like Nirvana became iconic with their destroyed look and sloppy attitude, influencing a whole generation in terms of culture, lifestyle, and fashion.

This season, grunge is making a comeback. But this time, it is carefully designed. Through textile manipulation, high-quality denim is distressed, eroded, fringed, and overdyed. Irregularities are celebrated, and imperfections are turned into one-of-a-kind ornaments.

The premium grunge look goes far beyond jeanswear, with propositions in every segment of **Première Vision Paris**. Silky jacquards, laces, and woolens embrace fancy imperfections. They offer radical developments that are as tough as they are precious and as raw as they are sophisticated.

DENIM'S FUTURE: EDUCATION AND COLLABORATION

Education and collaboration are the impetus behind fashion. Various denim experts, professors, and creatives shared their views with **WeAr** about the new paths the denim industry must take to grasp the vast potential of comprehensive knowledge, quality education, and creative collaborations. They also point up how to bridge the gap and transfer an all-encompassing education that will navigate toward a more sustainable, innovative, and successful future for denim.

PAUL MARCIANO
CHIEF CREATIVE OFFICER
GUESS

The denim world is moving toward using inventive sources that blend with cellulose fibers, making unique yarns into state-of-the-art textiles that bring a new dimension to performance and consumer value. On top of it, a renewed attention to raw materials and how they are generated is making a big difference. We are moving toward forward-thinking construction methods to reduce consumption, and we're trying to provide an educational focus on post-consumer use and reuse to open the opportunity for change in the denim world. We move step by step along the way to improve and reduce the carbon footprint. The evolution in the business model is the real key to the future of denim.

FATIH KESIM
GENERAL MANAGER
MARITAŞ DENIM

As a fabric mill, our first action is to search for and try sustainable methods and materials and then integrate them into the denim industry. We deeply believe in scientific innovations and research in the field. And we invest in university collaborations. We recently joined and signed on a project with HARRAN University/URFA and registered farmers. The project will be held in Harran plain, in the heart of south-eastern Turkey and one of the most important agricultural areas. We expect to receive cotton in 2023 and subsequently go in production, whilst planning on having detailed research and reports at the same time. This report will cover challenges and benefits and understand/develop best practices on regenerative cotton. We consider this project a guide to our industry's sustainable and regenerative future.

SARAH BELLOS
FOUNDER & CEO
STONY CREEK COLORS

Collaboration is the way to cross-pollinate and deeply innovate across the supply chain in pursuit of sustainability. Our recent collaborations to bring commercial-scale pre-reduced plant-based indigo to market demonstrate the need for creativity, persistence, and deep expertise across committed partnerships, from our chemical partner Archroma to brand sponsors like Levi Strauss and Kering Group to our denim mill customers. Ultimately, all parties emerge stronger from a multi-year collaboration like this, having built shared expertise in diverse topics ranging from technology and chemistry to innovative sourcing models that can allow new technologies to be unlocked at scale.

Artistic Milliners and myself believe that investment in education is essential as leading partners in the industry. The path the denim industry must take is getting back to investment in team education. That could mean opening travel to manufacturing areas for a wider array of the cross-functional teams involved in denim product, allowing for experience-based learning, or it could be sponsoring education credits for employees to take coursework at universities, potentially providing access to sustainable/technologically progressive learning. Designers and PD teams are often the catalyst for how a product is made in bulk, and if they do not know how to design with sustainable methods at the outset, the critical decisions may stay conventional. So by educating these stakeholders, the result would hopefully be to see more sustainability come from the front-end designs.

KATIE TAGUE
VP DENIM MARKETING AND SALES
ARTISTIC MILLINERS

DR. DILEK ERIK
GLOBAL MARKETING MANAGER
SHARABATI DENIM

Among all other industries, denim fabric production is a more technology-driven industry. Most factories are fully integrated and have all the specialized machines from cotton to packing. To run that type of mills, we need skilled people. Engineers working in production and sales, and marketing people need to understand the product's dynamic. Any engineering needs a high-level education which takes years. Because of that, the young generation is not choosing to study textiles and spend years in production. I believe that after the current denim generation, there will be a big problem in finding the right people. In my opinion, we can only solve this problem by investing in high-tech production methods and computer-aided technologies.

STEVE STEWART
CHIEF BRAND & INNOVATION OFFICER
THE LYCRA COMPANY

Denim has always been one of the more collaborative categories in the fashion industry—this collective spirit is needed now more than ever, given all the shifts in consumer dynamics we have experienced in the last two years. We value the consumer insights uncovered from marketing research studies and collaborate with leading brands and retailers to further discover and understand specific consumer pain points so we can develop fibers and solutions that will meet their performance needs. We also work closely with our value chain partners to look for new ways to support their customer needs. We recently announced our partnership with BROWZWEAR, which allows designers to streamline the production process and reduce the need to manufacture samples. This platform saves time and reduces waste for more efficient and sustainable operations. By collaborating and combining our strengths with partners in the value chain, our goal is to drive meaningful innovation within the textile industry while expediting new solutions to a broader audience.

JORGEN SEVILD
CGO
BANDICOOT IMAGING SCIENCE

The latest fashion technology, in-depth training, and practical education are mostly available online. Education plays a critical role in our industry's evolution because it allows us to think differently and rethink how things are done. We are delusional if we continue to think we can keep creating denim the same way we always have. Change and improvement are inevitable, and the new tools are readily available online.

We believe that educating the next generation is the way to go. Next to running the Jean School, where students get trained to become the most sustainable denim designers and developers, we offer a range of courses from "Make your own Jeans" to "Sustainable Development" for both consumers and students from fashion schools as well as industry. We collaborate on a daily basis with the industry by initiating innovative projects with a focus on creativity, sustainability, circularity, innovation, and crafts(wo)manship.

MARIETTE HOITINK
CO-FOUNDER
THE HOUSE OF DENIM
FOUNDATION | JEAN SCHOOL
DENIM CITY AMSTERDAM
DENIM DAYS

FABIO ADAMI DALLA VAL
EXHIBITION MANAGER
DENIM PREMIÈRE VISION

In a global and ever-evolving world, the fashion business needs continuous investments and knowledge developments at a level that is not possible anymore to achieve for a single company. To grow, improve and create a better future, a collaboration between the industry players is needed and this is one of the pillars of the circular economy. Having people with consciousness, knowledge, and ethics on the value chain is a must that could be achieved only starting from the school level with a long-term vision.

SEBASTIAN KLINDER
MANAGING DIRECTOR
MUNICH FABRIC START

The path we must take is that of cooperation; we ought to rely on coopetition instead of competition. There are many fields of expertise - some focus on extending the life span of denim products, and others have developed more sustainable finishing techniques or alternative fibers. This knowledge, these developments can be shared via our platform in order to move the industry towards a positive change in a joint effort. One example is our newly formed cooperation between BLUEZONE and the Transformers Foundation, which presented valuable insights. The purpose is to keep educating, learning, and innovating.

FUAT GOZACAN
FOUNDER
WISER INITIATIVES & GLOBAL
MIND INVESTMENTS

Current collaborations are made to make more profit. We need to change this perspective. We should focus on the question of how we can be more beneficial for our planet and people, not on the question of how we can increase profits. It is important to raise future generations with this awareness. We must try to bridge the gap between education and industry. We should bring more sustainable denim production methods to educational institutions and bring this perspective to students entering the sector.

GUILLERMO HUERTA
ASSISTANT DIRECTOR
TEXTILE AND FASHION DESIGN
CENTRO

We are facing more than 200 years of bad practices within the fashion and textile production system and trying to change it by only addressing it as a sustainable problem. As part of the education system, our responsibility is to integrate sustainability as a whole and not as a solo subject. When it comes to denim, the most important thing to do is to work hand in hand with the industry itself, students can be very creative, but they need contact with reality.

There is formal classroom learning and experiential learning. The denim industry is very generous with the time and resources to teach others. A great example of this is the Transformers Ed series by Transformers Foundation. We need to continue more experiential learning with feet on the ground at open houses and site visits. With education, people will truly understand the details, and ultimately this should result in less greenwashing.

TRICIA CAREY
DIRECTOR
GLOBAL BUSINESS DEVELOPMENT
LENZING

MOHSIN SAJID
CREATIVE DIRECTOR & DENIM DESIGN
SPECIALIST, LECTURER AND CONSULTANT
AT ENDRIME

Collaboration has been key to each project we have been a part of. Most important is working closely with Transformers Foundation on educational series that's changed the game. Each year, we arrange two days of talks about the supply chain, fiber knowledge, making and design workshops, and denim history at the center of it. A sharper focus on the understanding of producing less with polyester-based fibers, more emphasis on lost and forgotten fibers like hemp and linen, a future with less virgin cotton and projects centered around recycling, and a more circular and zero waste philosophy on design. We need to design more denim educational projects linked with the industry so this new generation makes try to just have better-informed choices to safeguard our future.

MARZIA LANFRANCHI & SIMON FERRIGNO
CO-FOUNDER & COTTON DIARIES CO-LEAD
COTTON DIARIES

Fashion supply chains are fragmented and opaque. Often, brand professionals do not understand how their decisions affect others in the chain. When visiting factories, some buyers stop at showrooms; when selecting materials, some designers stop at the look and feel without questioning the impact of products. For Cotton Diaries, the most valuable investment a brand can make is tracing its cotton to the farm – identifying every broker, mill, ginner, spinner, and manufacturer along the way to shape collaborative relationships over anonymous transactions.

SEDAT SUALP
SALES & MARKETING DIRECTOR
DNM DENIM

Through our R&D center, we can educate and share information with a new generation. By setting up training programs and projects with leading universities, we are helping to develop the next generation of technicians, engineers, and designers and engaging the minds of the next generation of consumers. This generational diversity helps us to understand the expectations and wishes of the changing world and our future customer base, which in turn helps us to develop new products and services, create suitable marketing messages and awareness, and ultimately to give us a competitive advantage. Massive technological developments in the communication sector mean more data to analyze than ever before – and more reason for brands and educational institutions to interact.

In Tunisia, we are working to build a Denim School for young students in partnership with GIZ (German Company for International Cooperation). I believe this is the essence of what is education and collaboration. The product must return at the center. In this way, we will be able to attribute the right value to it, expressed by the effort of producers to seek new technological and creative solutions respecting the environment and for consumers to understand, live and appreciate the quality of their garments. Better quality means longevity for our clothes, and this is the key to the road to less waste.

FLORIAN GONSER
CEO
GONSER GROUP

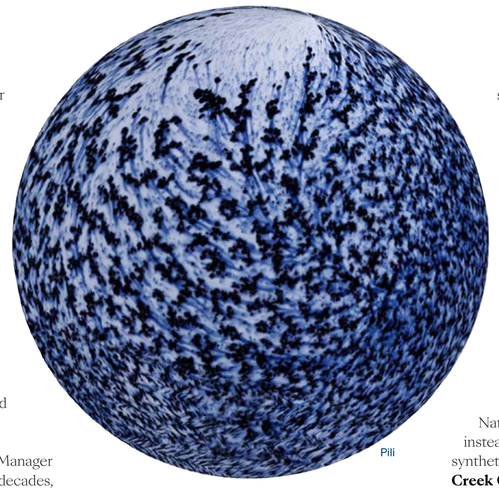
ÖZGE ÖZSOY
MARKETING CHIEF
BOSSA

Everyone has different knowledge and skills. It is crucial to be united, to nurture each other in every subject, and to inspire each other to put the best ideas, projects, and valuable works for the sector forward. We, as Bossa, have put forward many sustainable projects collaborating with universities, brands, and garment manufacturers. We are always open to cooperating with all the stakeholders of the sector. Collaboration means joining forces, acting as one while facing different challenges. Cooperation and education are the two most significant factors that will make our sector more environmentally friendly, sustainable, stronger, and interconnected.

ALICE TONELLO
MARKETING AND R&D DIRECTOR
TONELLO

There is an increasing shortage of well-prepared new generations in the fashion and denim industries. This is mainly due to incomplete education. Today, a young person, to be adequately trained, should have the opportunity to focus on the theoretical part and gain knowledge through various kinds of "on the field" experiences. Those dedicated to the denim world can touch on different aspects: from garment design to fabric knowledge, as well as the different reactions of the fabric to washing and finishing. Schools and universities should organize themselves in a methodical way by including specific and targeted training with and from the industry to create a greater connection between school and work realities. In this way, those entering the world of denim can be more mindful of the position the industry is in, aware of the latest innovations and the state of the art of technologies.

NEW SHADES OF INDIGO



Pili

JULIETA MERCERAT

The pigment giving blue jeans their unique color represents an estimated market of 70.000 tons of synthetic indigo per year. Known as the "Blue gold," it has an ancient heritage with early discoveries in India, Africa, and Asia, an extensive and inspiring background of more than 5.000 years.

Natural Indigo was originally obtained from a species of plant called Indigofera Tinctoria. In 1865, Adolf Von Baeyer developed synthetic indigo, brought to market by the German company **Badische Anilin und Soda Fabrik (BASF)**. Today, synthetic pigment is distributed in two different forms: powdered or pre-reduced liquid.

Umberto De Vita, the Global Indigo Manager at **Archroma**, told **WeAr**: "During the last decades, the pre-reduced version has taken more market share mainly due to higher sustainability and better consistency in the dyeing process. However, today the powder version is more than 50% of the total volume."

Blue, as we know it, is obtained through a complex dyeing process and consumes a large amount of chemicals, energy, and water. It is a vat dyeing process, where the warp yarns are dyed in layers. Each vat contains auxiliaries that help with color absorption and fixation. Those chemicals are needed because synthetic indigo is not soluble in water and has no affinity to cotton fiber - resulting in residual water from the dye baths with a high polluting load and large quantities of sodium hydrosulfite.

How are dyeing and coloring stages being redesigned to find a solution to the current process? The industry offers numerous options to obtaining colors: synthetic pre-reduced indigo of a reduced impact, natural indigo, color of a recycled origin, and bioengineered indigo.

The larger-scale alternative is the synthetic liquid indigo, such as Archroma's "Pure Indigo Icon System." It is aniline-free and significantly reduces the CO2 emissions and the amount of water, energy, and chemicals used, compared with the traditional liquid indigo or powder indigo. **DyStar®** recently launched "**Cadira Denim**," which combines pre-reduced indigo with a new organic reducing agent, representing the first salt-free indigo dyeing process.

"Recycrom" by **Officina+39** offers a range of powder pigments made of 100% recycled content obtained from discarded garments. Spinners such as **Filatures du Parc** offer colored yarns, where color comes from waste, which was previously sorted by shade and mechanically recycled.

Natural indigo is a pigment with a natural origin instead of a petrochemical industry provenance as synthetic indigo. With farming methods like **Stony Creek Colors**, it can be scaled up for industrial purposes, but yet not enough to meet the market demand fully. Umberto De Vita states, "We have recently started the production of '**Indigold**,' in collaboration with Stony Creek, as the first pre-reduced natural indigo solution brought to the market." In Japan, **Buaisou** grows natural indigo, combined with art and ancient indigo dyeing techniques.

Finally, the solution that seems 2000's very exciting for the industry is the one brought by bioengineering, which obtains its color from living organisms. Such is the case of **Pili**, which fabricates indigo from bacteria that synthesize sugar. Or the **Colorifix** pigments, based on online DNA, the DNA sequence of a non-physical specimen with the desired color is copied to transfer it to the microorganism that reproduces that color. And lastly, **Huue**, the company that creates microbes that mimic natural processes and feed on sugar to produce color enzymatically.

There seems to be a redesigning attitude that gives optimism to the denim industry. However, there is still a long way to go to reduce the gap between the total global demand for indigo and the solutions available.

SPRING SUMMER 2024 INDIGO PALETTE

AMY LEVERTON
FOUNDER OF DENIM DUDES

At **Denim Dudes**, we have a fun time tracking indigo color trends, and despite **Pantone**'s wide offering of blues, it feels like there are never enough options! Over the last few seasons, we have been tracking how the 00's trend has impacted denim, from silhouette and fit evolution to fabric constructions, indigo shades, and laundry effects. Dirty denim is certainly back, as are yellow tints and green and grey casts. I've picked a palette of indigos from dark to barely there pales that reflect these 00's-inspired hues.

100 YEARS ALBERTO – ALL ABOUT PANTS

SHAMIN VOGEL

WeAr interviewed Marco Lanowy, General Manager at the German pant specialist **Alberto**, which celebrates this year its 100th anniversary.

100 years of Alberto – what were the highlights?
Apart from this anniversary year, I see it as a major highlight that we grew from a 28 to a 128-people business and are still based in Germany's Mönchengladbach. Today, we are a recognizable brand in over 50 countries with over 2300 clients. We created innovations in materials, digitalization processes, and service structure. All these years, we managed to stay a specialized brand without losing our passion. Alberto is not a brand that has been bought but grew to be very empathic.

How did you celebrate this milestone?
Our claim is "100 years of pants" because we revolutionized pants in these past years, added innovations and were, in many points first movers. We celebrated with our 'family members' meaning our team, and gave our customers innovations as gifts that we created with partners, whether it be a 3D-printed e-bike (with bike-expert Urwahn), a dog leash (with Tau Stil), a special espresso (with Samyu) joined with our unique 'Barista' pants consisting of fibers into which coffee charcoal particles have been incorporated, or a more sustainable jeans (with wash expert 140 Fahrenheit) created through new wash and water recycling systems. We also created an AR-Golden-Pant promotion so people can virtually wear the Alberto Golden Pant and congratulate us via Instagram. And we won't stop here!

And what are you planning for the next 100 years?
We want to stay specialized. We know we have to pay attention to the product and our team, which we lead to the next generation. But I am looking forward to it. The time is right for new innovations in materials and sustainability, as well as product placement.

Which revolutions can you see in the denim industry?
We helped revolutionize the denim market by not only using rough denim but give it a use case – our premium business jeans shaped the market. We did so also through innovative materials. As such, we were the first to add [Ed. Lycra] T400 to 100% denim – giving it the elasticity and comfort we are used to today. We will continue to work on even greener jeans. We were the first, apart from Lee, who worked with Wiser Wash's new washing innovation. Our goal is to give more know-how and research to the end-consumer so that sustainability will be in their mind - a given.
alberto-pants.com

STRENGTH AND STYLE

NAVEENA DENIM NDL

Performance jeans and circularity initiatives are on everyone's mind and **Naveena Denim Lahore (NDL)** responds to the demand of having durable jeans which can be worn anywhere.

NDL presents high-performance denim fabrics creating jeans with enhanced strength, breathability and comfort meeting the extreme requirements for everyday workwear to protective gear. Creating premium manufacturing partnerships with the likes of **DSM**, the company which produces **Dyneema** fiber. NDL launched its workwear division N-Tech which produces denims made with Dyneema. This fiber is known to be much tougher and protects against abrasion but provides the same comfort as regular denim. Dyneema is also soft, light and thermally conductive, helping to keep the skin cool even in extreme working conditions.

Through innovative techniques and a collaborative methodology, NDL's 'Moto Denim' is developed for a wide range of biker denim with added strength and high abrasion resistance and an uncompromised commitment to performance.

N-Tech fabrics were recently highlighted by the UK-based design studio **Endrime**, which designed and made in-house the 'Strength'n Style' workwear collection to further develop the fabric's possibilities. The design pieces took inspiration from 1920s heritage workwear with Endrime's future thinking, modern ergonomics and dart manipulation, innovative new shapes were created.
www.naveenagroup.com
www.naveenadenim.com

THE RISE OF REGENERATIVE DENIM

ANATT FINKLER

ORTA

Cambridge dictionary defines sustain as "to cause or allow something to continue for a period of time." Solving the industry's issues won't be achieved by sustaining anything but rather by acquiring a new approach and redesigning our systems and economy. Here is where the term and newly used buzzword "regenerative" comes into place.

According to the American nonprofit organization Natural Resources Defense Council (NRDC), regenerative agriculture is "farming and ranching...to restore soil and ecosystem health, addressing inequity and leaving our land, waters, and climate in better shape for future generations." The term gained momentum in 2017; lately, denim mills use their influence, power, and efforts to create change in the industry.

Denim mill **Candiani** became the first company certified with the **Regenagri** chain of custody standard in late 2021. Regenagri is a regenerative agriculture initiative certification aimed at securing the health and wealth of both people and land and is supporting farms and organizations to transition to holistic farming techniques to increase soil organic matter, stimulate biodiversity, sequester CO2 and improve water and energy management. **Cone Denim Mills** with its pledge to the UN's Sustainable Development Goals and commitment to source 80% verifiably sustainable cotton by 2025 also partnered with Regenagri to incorporate regenerative cotton in its premium denim styles and support these practices. Other companies currently partnering with Regenagri are **Arvind ltd**, **Orta Anadolu**, **Maritaş Denim**, **Calik Denim** and **DNM Denim** .

Brands also invest in educational training and supporting regenerative farming practices, placing more value into their supply chains. In the past, **Wrangler** launched its Wrangler Science and Conservation Program to promote soil and healthy farming practices and partnered with the **Soil health institute** to launch an initiative that will ultimately create the Wrangler Retro® collection as part of **The Jeans Redesign project** from the **Ellen MacArthur Foundation**. Today the company has the target of sourcing 100% of its cotton from farms using land stewardship practices by 2025. In addition, The Soil Health institute, now supported by **Ralph Lauren Corporate Foundation**, the **VF Corporation**, **Levi Strauss & Co**, and the **Walmart Foundation**, launched "The U.S. Regenerative Cotton Fund," an initiative to successfully adopt regenerative soil health systems to eliminate the equivalent of one million metric tons of carbon dioxide from the atmosphere by 2026.

Denim group **Citizens of Humanity** aims to source 70% of cotton from regenerative farms by 2024. "We are incredibly proud to support US cotton farmers by investing in programs that will improve the health of our soil, our planet, and the people who inhabit it," Amy Williams, CEO of Citizens of Humanity Group, stated earlier this year. Other known brands supporting these practices and going regenerative are **Reformation** and **Patagonia**, which currently offer denim products made with 100% regenerative cotton.

These initiatives have the vision to be more at scale. To be truly impactful, more brands will have to join this movement which will help to secure the environment's future. The most challenging thing will be how to differentiate those brands using it as a marketing and greenwashing ploy and those who are and will be really committed to the cause; nevertheless, this is a promising path towards real change.

DISPLAYING INNOVATION

SHAMIN VOGEL

Vivan Wang, Managing Director of **Kingpins**, shares with **WeAr** her key denim insights, upcoming and future plans for the show.

Could you share your insights regarding new, groundbreaking innovations in denim?
There are several interesting new developments aimed at sustainability.

Orta has a recycled product that uses fermentation rather than mechanical processes to break down PCW or PIW fibers. **AGI** also has a finishing development that uses recycled water rather than fresh water in the dye process.

Many mills are also looking at extending the lifecycle of jeans, taking into account recycling and compostability at the end of an item's lifecycle. Mills are considering sustainability down to the farm level. With regenerative farming and regenerative fibers, we can hopefully create a truly circular denim supply chain.

Please tell us about your collaborations, specifically about your One Denim initiative.
In Amsterdam, we are introducing a new installation project called Love in Shades of Blue. We asked exhibitors to contribute denim swatches in different shades of blue, which will be displayed in a greenhouse at the show entrance. **NDL** also created the huge denim curtains at the entrance, which serve as inspiration for our attendees.

Our MSP (Most Sustainable Product) initiative, launched just before the pandemic, will be shown for the first time physically in Amsterdam.

Our One Denim initiative was designed to show people how much variety and variation you can achieve with one single fabric. The idea is that a brand or manufacturer could use one fabric quality (or maybe just a few select fabrics) year after year but create an unlimited number of styles and washes.

What are your future plans for Kingpins?
Right now, we are focused on gathering global attention and reaching out to places where people are not familiar with Kingpins. Latin America is one of those places, and we're planning to have a small party in Medellin in January to introduce ourselves to the denim community there.

We love sharing our experience and inspiration on our platform, so our team is always looking at international markets where the Kingpins model could be a good fit.
kingpinsshow.com

WANT CHANGE? UNDERSTAND YOUR PRODUCERS

Image by Heather Knight

KIM VAN DER WEERD
TRANSFORMERS FOUNDATION

At **Transformers Foundation**, we believe that the true transformation of denim's impact starts with producers. Not because producers are inherently more important than other stakeholders but because it requires in-depth knowledge of production processes and -contexts.

This is why, every year, we put out a deep dive report on an issue that matters to our community. This year's report is all about the shortcomings of chemical certification schemes. It is called "Fashion's Chemical Certification Complex: Needlessly Complicated, Woefully Ineffective."

I've learned [from the denim community] about how denim is made, and my respect for the exhausting, precise, and technical work of making a pair of jeans has grown immensely. I've also found myself chuckling at the absurdity of it all.

It's worth laying out the obvious: as an industry, we go through hoops to create the perfect pair of jeans: by destroying denim, harvesting cotton, cleaning it, spinning it, dying, oxidizing, topping it with sulfur dye, weave and finish the fabric, stitch, cut and sew it and then destroy it, distress products with lasers. Until, finally, they're ready to be sold to end consumers.

All of these processes require resources: water, energy, chemicals, and people. There are a lot of different opinions out there about what sustainability should mean, but I think it's safe to say that it has something to do with using less. But also, one way to make denim more sustainable might just be to re-imagine the look. Even for sustainability experts, it isn't easy to simplify the concept for their company's designers.

And while much of the denim supply chain has invested significant time, money, and effort in figuring out how to do sustainability without compromising the look, often, they've done this with little recognition or compensation – and, as our forthcoming report lays out – in spite of a confusing and convoluted chemical certification system that costs the supply chain millions.

One key takeaway for all the designers and fashionistas out there is very simple: one thing you can do to help make denim more sustainable is to invest in learning about the production processes required to make a pair of jeans. To those of you who might retort that your suppliers are unwilling to share their technical expertise, I urge you to put in the effort to develop the human relationship to understand why.

As Scott Echols of **ZDHC** says in the report: "This is a business and socio-economic problem. Most of the problems result from being pushed on price, and the idea that you can say, sorry, it's not our problem. We didn't know that that came from that factory. Yeah, you may not own it, but you set it in motion by what your design and your requirements were."
www.transformersfoundation.org

CORDURA

Cordura®'s latest collaboration with **Dovetail Workwear** features the launch of the new 'DX Ranch' collection crafted with Cordura® Denim and NYCO Fabrics for rugged performance. Influenced by the hardworking women of the DX Ranch, this partnership helped inform and inspire the function and designs of the collection. Adhering to Dovetail's commitment to minimizing its environmental impact while raising the bar on socially and sustainably responsible standards through the UN Global Compact pact, the Cordura® Denim Fabric in Indigo is responsibly made in Pakistan by **Artistic Milliners**, while the Cordura® NYCO Fabric in Dark Kodiak Canvas is sourced by **Freedom** Denim in China.
cordura.com

GUESS

GUESS ECO Earth Feel Denim initiative brings together cutting-edge solutions and innovations to create fashion-forward denim. It combines several aspects with sustainability, from selecting advanced PLA fibers and choice of cotton (GRS certified recycled cotton) to dying techniques to offer one-of-a-kind denim. The Earth Feel Denim initiative offers distinctive designs and innovative details that bring together eco-conscious technology and fashion-forward appeals, such as woven internal labels and pocket flashers made using zero waste and completely dissolvable in the washing machine. Dissolvable plastic bags are used to ensure low-impact product packaging.
guess.com

PANGAIA

London-based **Pangaia**, the materials science company renowned for their sustainable seaweed fiber hoodies, launched an apparel collection dyed with **Officina+39**'s Recycrom technology. The dyestuff is produced from pulverized unused cotton fabric offcuts from Pangaia's factories, leaving only the original color to be recycled. The application with pigment or spray dyeing needs special resins and adhesives developed specifically for the Recycrom technology. The 'Re-Color' capsule collection consists of pastel hoodies, t-shirts, track pants, and shorts in a selected color palette for sale on Pangaia's website.
pangaia.com

ISKUR

The Turkish family company **ISKUR** is one of the Turkish textile sector's largest, fully integrated manufacturers. Key points which make its production facility stand out are an in-house recycling facility for zero waste and a cogeneration system for zero CO2 emission. ISKUR offers new waterless yarn dyeing systems, which is powered by solar energy. One of their innovations is the creation of sustainable soft ("Soft & Breeze") yarn & weaving in denim fabrics without using chemicals. Its super stretch fabrics, woven with yarns obtained through its own yarn production facility, have a vintage denim appearance with 100% elasticity.
iskur.com

DNM DENIM

DNM shifts its position with a new logo, motto, and brand strategy. The company shaped its entire production process with a focus on zero water consumption with a new closed circuit treatment system called ZLD (Zero Liquid Discharge), which recycles 100% of the water and returns 84% of it to the system. It equates to using only 3,47 liters of fresh water to produce one meter of denim fabric. The new motto, "a denim fabric with a story behind..." illustrates the support for fashion design and consumers with a wide product range of denim fabrics with a sustainable production approach, renewable energy sources, solar energy, and cogeneration systems.
dnmdenim.com

TRIPPIN BLUE'

Trippin' Blue is the first virtual event focused on the Latin American region that gathered denim leaders from around the globe to talk about innovative solutions, technologies, and trends. The event is brought by **Be Disobedient**, a denim specialized consultancy agency. The show has a three days program, and it has two editions per year. This year's edition will be held from 8th to 10th November, on the livestream platform Bigmarket, and registration opens on October 12th. The firm produces a specialized denim trend report that is free to download.
bedisobedient.com

GONSER GROUP

Gonser Group, denim manufacturer based in Tunisia, has accelerated the journey to redefine its garment production. Together with the installation of efficient water recycling systems for the laundries and rooftop solar panels to optimize electricity consumption, Gonser Group presents a brand new finishing approach for the denim industry: **Mimikry**®. It enables high-quality digital printing on denim fabric to recreate infinite washing looks and offer a transparent low-impact alternative for the market. Inspired by the natural ability of butterflies to resemble other species, the idea turns possible the design of GOTS-certified jeans, cutting hours of washing, a lot of energy, and 90% of the chemicals usually involved.
gonser-group.com

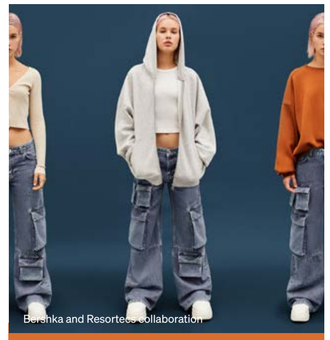
MARITAŞ DENIM

A rejuvenated, refreshed, regenerated, renewed and restored denim industry is what **Maritaş Denim** is aiming to achieve. The company is fostering restoration of the production process, revitalizing the sources, renewing people's behaviors, and regenerating nature. Their focus is sustainable products such as "Terra Denim" (natural, sustainable clay dyeing method) and "Cycle FX" (recyclable, high elastic stretch jeans) in their latest collection. Regenerative cotton products will be the next step in Maritaş Denim's future lines of unique items that will illustrate the connection between denim and nature.
maritasdenim.com


A collaboration between Aware™, Calik Denim and Kings of Indigo

AWARE

Aware™ is the first traceability technology that combines public blockchain and tracer technology to bring transparency in the denim industry. The Aware™ tracer is added to sustainable materials as a unique fingerprint; this tracer is scannable with handheld devices through all the production stages up to the final product (even in circular models). At the same time, a "digital twin" is being created on the Aware™ platform, following the physical material and updating information on every step of the supply chain. Each garment has a product passport with the collected data (material, producer, impact). Product verifications are public and suitable for scanning with any smartphone, allowing consumers to check data themselves.
wearaware.co


Bershka and Resortecs collaboration

RESORTECS

Resortecs is a disassembly system that works as a solution for the fashion industry, aiming to achieve circularity. They offer a heat-dissolvable smart thread, an industrial heat system, and circular networking that allows garment disassembly. The circular service has three parts, the first is simply changing the regular thread in the sewing process with the Resortecs thread, the second is a thermal system to dismantle garments that consists of industrial ovens with closed-loop heating systems, and the third part is service network assistance to find a partner to deliver the recycled material. After the heating process, the ready to recycled material is separated from the 10% non-recyclables, which are zippers, trims, etc.
www.resortecs.com

SHARABATI DENIM

"Refined Edit," "Oversize Me," and "Past Perfect" are the three concepts of the new S/S 2024 collection by **Sharabati Denim**. "Refined Edit" reflects the denim's clean look, using a process much shorter and gentler with a minimum wash, delivering a collection of smarter-looking denim. The oversized denim look is characterized by fabrics that convey a soft, drapey look. And for the authentic 80s and 90s vintage look of the "Past Perfect" line, the inspiration comes from the past, but the denim has been created to last well into the future. With this collection, as with the previous ones, Sharabati Denim encourages consumers and manufacturers to use the planet's resources responsibly.
sharabati-denim.com

NONA SOURCING

Proposing a model to re-value deadstock fabrics and leather from the most exclusive Maisons de Couture in France, the start-up **Nona Sourcing** was accelerated by DARE, an intrapreneurial program from **LVMH**. The online resale platform allows creatives to access high-quality fabrics from well-known brands' deadstock. Depending on available quantities, they can be bought by the roll or panel, and there is an online catalog with high-resolution digital rendering to consult. Two physical showrooms were recently opened at **La Caserne** in Paris and **The Mills Fabrica** in London.
nona-source.com

IMPRINT

Free of charge supplement to WeAr global magazine issue 72. All terms and conditions of WeAr global magazine, Edelweiss Media GmbH apply.

Publishing House:
Edelweiss Media GmbH
Erlbergweg 54 5700 | Zell am See | Austria +43 654 255 106

Publisher/Editor/Concept:
Klaus Vogel – kv@wear-magazine.com

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Anatt Finkler, Kristina Gligorovska, Julieta Mercerat, Anna Roos van Wijngaarden and Shamin Vogel

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Uthmöller und Partner
Brand Strategien und Design

DENIM CHEMISTRY

The denim industry is leading the fashion business towards sustainability, utilizing technological advancements and innovative practices concerning chemicals. **WeAr** asked denim experts: What is the future of chemicals in denim, which sustainable innovations should/will happen in the near future, and which other fashion product categories will have innovations in terms of chemicals?

MATTEO URBINI
FOUNDER AND CEO
SOKO CHIMICA

The washing process, conferring character and appeal, is a kingpin of the aesthetic of Denim, and for many years the chemical producers have played a role in the evolution of the washing techniques, bounding a synergic collaboration with the laundry industry, which has become tight and strategic over the years. There was a time when chemicals were demanded to be in fashion, while now, chemistry is called to help solve the sustainability goal. The market is requesting new standards, and the trend calls for different and more conscious denim finishing; in such context, there is a scope for real innovators to play a role. In **Soko**, we believe in that and do our part; in the last few years, we patented and launched new techniques which improved some of the washing operations and approaches in the market. It's time now to merge chemistry with techniques to find new solutions, and in this direction, we recently developed **LUMIA**, a new process where the combination of the product and the application of ozone in dry conditions gives a perfect fading effect with high contrast and bleached look. The evolution of the washing industry is a long path that still needs to be paved, and it's a job only for those who make real progress rather than green marketing; in the chemical industry, there are some good players who are covering the role of good contributors. It may look strange, but chemistry can be a resource for sustainability.
sokochimica.com

Chemicals in Denim – there is such variety! I would like to limit myself here to the part of the jean treatment, i.e., the finished sewn but still raw garment.

Let me start with the innovations which we already have. There are replacements for potassium permanganate – one of the strongest environmental poisons. This substance is declared as CMR in the European Union, the highest level of declaration for a poison to humans. There are also replacements for chlorine - a chemical that heavily pollutes wastewater and becomes a problem mainly because of the very high application quantities. And we can also replace pumice stones – often treated as a harmless component in the jeans treatment. Megatons of stones develop into dust and sand while treating jeans, combined with dye, chemical residues, and fiber fluff - it creates oodles of blue sludge that hopefully is always properly treated and disposed of!

To use the existing solutions, two barriers that do not require innovation must be overcome. Firstly: Harsh Chemistry is used because it is cheap. If the ecological replacements were cheap, they would be used. We have to find the money to pay for it. We are talking about for sure less than 1.- EUR extra per pair of jeans! Secondly: With all the already existing solutions, we might not replace all the looks we are used to, but we are so close to doing so. We have to accept these little differences in looks – if there are any at all. Designers – it is your turn!

Of course, we have to work on further innovations, and we will! But if we don't use the ones which are ready...
cht.com

THOMAS APLAS
HEAD OF APPLICATION FIELD GARMENT, TEXTILE AUXILIARY SOLUTIONS, CHT GROUP

Editorial Note: **CHT** has recently launched **LAB102** 'Blue veins of CHT' in time of Kingpins Amsterdam. The experienced team aims to help its brand partners in innovation, development, and discovery of the right product for their development needs. Together with their clients and using the latest technologies of ozone, fog, and laser, as well as innovations that reduce chemicals, LAB102 aims to create a more environmentally friendly denim world.


Material exchange

SOURCING DIRECTORY

JULIETA MERCERAT

Sourcing business models within the textile industry are undergoing structural changes. The denim industry was severely shaken by a period of disruption due to the lockdown, followed by growing inflation affecting raw materials prices.

As mentioned in the Apparel CPO Survey 2021 **McKinsey** report, sourcing faces a perfect storm of challenges: demand volatility, supply chain disruptions, rising costs, and profit pressure. **WeAr** asked Darren Glenister, CEO at **Material Exchange** about the risks that denim supply chain is facing. "China is a major source of raw material, and the pace of exports is still slow due to covid. The current flooding in Pakistan has wiped out at least 45% of the country's cotton crop, which is the 5th largest in the world. Not to mention the spike in shipping costs we've seen in the last several months," he explains. With increasing cost of raw materials, goes overcapacity, there is more denim being made today than is being consumed.

Covid and the current uncertainties made some brands rethink about distances as a major factor in today's context. "Manufacturers are more and more aware of the complications that can arise within the supply chain, and nearshoring can alleviate some of those problems," says Sebastian Klinder, Managing Director of **Munich Fabric Start** and **BLUEZONE**.

Along with cited risks, other concerns may drive sourcing decisions: environmental issues and product provenance tracking. "A lack of transparency is a problem we need to tackle," said Sebastian. Organizations such as the **Sustainable Terms of Trade Initiative (STTI)** develop consensus measures to guarantee more transparent purchasing actions. "Pressure from consumers and lobbyists alike as well as legal regulations are all contributing to this focus. Post COP26 directives are starting to go into effect," said Darren Glenister. According to McKinsey, 55.2% of suppliers reported that sustainability impacts their buyer's order variability. A turn towards choosing more sustainable raw materials and new environmental restrictions, together with the pursuit of traceability, increase the costs of certified products.

To get through these consecutive changes, the sourcing model looks for efficiency and flexibility to achieve sustainability, transparency, and cost management. Material exchange's CEO thinks that digitalization and diversification of the sourcing process is key. "By taking at least a portion of the sourcing online, materials and their visuals, data, environmental impact, social compliance, and component provenance are all available in one go-to place."

Purchasing practices today require partnership strategies and reinforcement of the relationship with suppliers, according to the **Better Buying**™ organization, with actions such as mutually agreed discounts, avoiding last-minute changes from brands to suppliers, and using up fabric stocks ordered and put on hold. A collaborative supply chain helps transparency, from cotton to garment, where everyone assumes responsibility for the conditions in which they work throughout the process, with a fluid and standardized model perspective, instead of fragmented one with different regulations for regions, countries, and states.

KEY NON-DENIM TRENDS BY DYNAMO

FATIH YÜKSEL,
STRATEGIC MARKETING MANAGER

Sustainability. It is still the premier buzzword in our industry. And it still holds different meanings to people based on their position in the supply chain. While the pandemic and geopolitical instabilities that followed caused significant drops in sales figures worldwide, people still yearn for fresh fashion trends to follow and new items to wear. In this climate, it is incredibly important to accurately identify the wants and needs of the consumer in order to remain a sustainable cog in our fashion ecosystem.

Workwear is still one of the strongest concepts in the market, and it is already creating sub-concepts. Transitioning the conventional workwear into supremity featuring ultra-lightweight, sheer, and shine is the key to adapting the modern classics into high fashion.

Consumers refuse to compromise regarding the comfort they have grown accustomed to during the "dark days" of the pandemic. Bi-stretch fabrics are rediscovered and restructured for daily life. Easy-care drapey lightweights featuring nylon/Tencel blends that require no ironing or less washing with increased durability are key. Even traditionally rigid and tough constructions such as canvas and ripstop are re-engineered in such manner.

Innovative coatings will remain a major part of the future with unique colors and effects as well as different functionalities. Metallic looks, paper touch, and stiff hand-feels stand out as the prominent novelties of the near future.

Nylon is the key fiber for us. It is no longer competing with cotton, but we are creating a new love story between the two. Blending nylon with cotton as well as Tencel, linen, and hemp has created interesting innovations ranging from voiles to bull denim. All of these trends and more can be seen in the upcoming **DYNAMO** Spring/Summer collection.
denimkumas.com.tr

IAN BERRY

The 120th anniversary of the passing of the creator of modern jeans, Levi Strauss, was marked this year on September 25th. Today, his birthplace is home to the artifacts and history of Levi Strauss's life and celebrates his legacy. To commemorate the man behind the iconic 501 patented jean, the Levi Strauss Museum commissioned Ian Berry.

The renowned artist working with denim as a medium for over two decades, created a portrait of Levi Strauss for the museum displayed on the cover of this issue of WeAr Denim. Ian Berry is globally known for creating art by using only varying shades of denim jeans. During the pandemic, Ian Berry had several exhibitions in museums around Europe, with the first one held in the fall of 2020 at the Levi Strauss Museum.

Founded in 2000, The Levi Strauss Museum is located in the small town of Buttenheim, Germany. Designed by Jacob Davis and Levi Strauss, the 501 jean was patented on May 20th, 1873, and registered in the U.S. Today, Levi's is not only a brand synonymous with denim jeans but one of the most recognizable names on the planet.
ianberry.org

DENIM TOP 100

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**.

Paige Adams-Geller
Founder | Paige — BRAND

Omer Ahmed & Murtaza Ahmed
CEO & Managing Director
Artistic Milliners — INDUSTRY

Stefano Aldighieri
Founder
Another Design Studio — DESIGNER

Giorgio Armani
Founder| Armani Jeans — BRAND

Junior Arraes & Danny Hodgson
Rivet & Hide — RETAIL

Kiya & Demitra Babzani
Founder | Self Edge — RETAIL

Nicolas Dreyfus
CEO | Frame — BRAND

Denis Druon
CEO, TheFlaxCompany — INDUSTRY

Sanjeev Bahl
Founder + CEO | Saitex Denim — INDUSTRY

Scott Baxter
CEO | Lee, Wrangler — BRANDS

Lela Becker & Tim Kaeding
Founders | Mother Denim — BRAND

Chip Bergh
CEO | Levi Strauss — BRAND

Fabio Bisogno
Owner | Clanupstairs — RETAIL

Julien Born
CEO | LYCRA — INDUSTRY

Renzo Braglia
CEO | Brama Group — SHOWROOM

Michael Buckley
CEO | True Religion Jeans — BRAND

Rudy Budhdeo
CEO | Son of a Stag — RETAIL

Markus Cadruvi
Founder | Dee Cee Style — RETAIL

Alberto Candiani
President | Candiani Denim — INDUSTRY

Joel Carman
Founder | Over The Rainbow — RETAIL

Franco Catania
CEO | Giada S.P.A. — BRAND

Daniel Cizmek
Owner | DC4 Japanese
Denim Store — RETAIL

Jason Denham
Founder | Denham — BRAND

Miguel Dheedene
CEO | Fashion Club'70 — SHOWROOM

Umberto Devita
Global Indigo Manager at Archroma

Dr. Dilek Erik
Global Marketing Manager
Sharabati Denim — INDUSTRY

Maurizio Donadi
Founder of Transnomadica — BRAND

Borys Fridman
Owner | JeansJeansJeans — RETAIL

Mr. Haruya Fujita
President | Kurabo — INDUSTRY

Jessica Gebhart
Founder | I and Me — BRAND

Gordon Giers
CEO | Closed — BRAND

Adriano Goldschmied
Founder | Genious Group — BRAND DESIGNER

Fuat Gozacan
Founder | Wiser Initiatives & Global
Mind Investments — INDUSTRY

Reinhard Haase
CEO | Unifa Group — SHOWROOM

Martijn Hagman
CEO Europe, CEO Worldwide
Tommy Hilfiger | PVH — BRAND

Shinichi Haraki
CEO | Iron Heart — BRAND

Donwan Harrell
Founder & Creative Director
ARTMEETSCHAOS — DESIGNER

Roger Hatt
Owner | VMC Original Store — RETAIL

Tommy Hilfiger
Founder | Tommy Hilfiger — BRAND

Johnny Johansson
Co-Founder & Creative Director Acne — BRAND

Mamoru Kaihara
Owner | Kaihara Denim — INDUSTRY

Norbert Kaltenbach
Owner | Jeans by Kaltenbach — RETAIL

Serhat Karaduman
CEO | Calik Denim — INDUSTRY

Arsal Kassim
Founder | Denim Privé
Creative Director | Kassim — INDUSTRY

Michael Kininmonth
Business Development | Lenzing — INDUSTRY

Issei Kinoshita
Store Manager | Hinoya — RETAIL

Sebastian Klinder
Managing Director and Owner
Munich Fabric Start — TRADE SHOW

Fatih Konukoglu
CEO | Isko Division — INDUSTRY

Walden Lam | Kevin Martin
Founders | Unspun — BRAND

Yul Ku
CEO | AG Jeans — BRAND

Chris Leba
CEO | R13 — BRAND

Patrik Lundström
CEO | Renewcell — INDUSTRY

Ellen MacArthur
Founder | Ellen
MacArthur Foundation — FOUNDATION

Steve Maggard
President | Cone Mills — INDUSTRY

Asif Malik
CEO | US Denim — INDUSTRY

Paul & Maurice Marciano
Co-Founder & CCO GUESS — BRAND

Cindy McNaull
Business Development Director
INVISTA (Cordura) — INDUSTRY

Hiroyuki Murai
CEO | Moussy — BRAND

Dr. Frank Naumann
CEO | CHT Group — INDUSTRY

Dennis H. Nelson
CEO | The Buckle — RETAIL

Krishna Nikhil
CEO | Pangaia — INDUSTRY

Tsuyoshi Noguchi
Director | Minedenim — BRAND

Andrew Olah
Founder | Kingpins — TRADE SHOW

Masha Papova
Designer | Masha Papova — BRAND DESIGNER

Salvatore Parasuco
CEO | Parasuco — BRAND

Giovanni Petrin
General Manager
Martelli Lavorazioni — INDUSTRY

James Quirk
Managing Director
Ron Herman — RETAIL

Luca Roda
CEO, Jacob Cohën — BRAND

Lena-Sophie Röper
Premium Buying Director
Zalando — RETAIL

Andrew Rosen
Co-Owner | Alice + Olivia,
Rag & Bone, FRAME,
Veronica Beard — BRANDS

Renzo Rosso
Founder | Diesel — BRAND

Jeffrey Rudes
Co-Founder J Brand
& CEO | L'Agence — BRANDS

Chnanon Sachdev
Founder | Pronto Denim — RETAIL

Olaf Schmidt
Vice President Textiles & Textile
Technologies Messe Frankfurt — TRADE SHOW

Boris Schwartzman
CEO | Nuevo Mundo — INDUSTRY

Benny Seki
Owner | Take 5 — RETAIL

Martin Semsch
Founder | Vizoo — INDUSTRY

Enrique Silla
Founder | Jeanologia — INDUSTRY

Matteo Sinigaglia
CEO | Fashion Box Spa — BRAND

Danielle Statham
Founder, Fibretrace — INDUSTRY

Ricardo Steinbruch
Owner | Vincunha — INDUSTRY

Tracey Tan
Co-Owner
Queen's Couture
The Denim Store — RETAIL

Flavio & Alice Tonello
General Management &
Marketing | Tonello — INDUSTRY

Jens Grede & Erik Torstensson
Founder | Frame — BRAND

Jean Touitou
Founder | A.P.C. — BRAND

Uçurum family
Owner | Bossa — INDUSTRY

Sedef Uncu Aki
director of Orta Anadolu — INDUSTRY

Uwe van Afferden
Owner | Heritage Post Store — RETAIL

Menno van Meurs
CEO | Tenue de Nîmes — RETAIL

Bert van Son
CEO | MUD Jeans — BRAND

Jos van Tilburg
Founder | G-Star — BRAND

Andrea Venier
Managing Director
Officina +39 — INDUSTRY

Marcus Wainwright
Founder | Rag & Bone — BRAND

Marcella Wartenbergh
CEO | Pepe Jeans — BRAND

Mark Werts
Founder, CEO | American Rag Cie — RETAIL

Gordon Wu
Owner, Vigoss — BRAND

Tadashi Yanai
President | Fast Retailing Group — RETAIL

Suggestions – please email
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