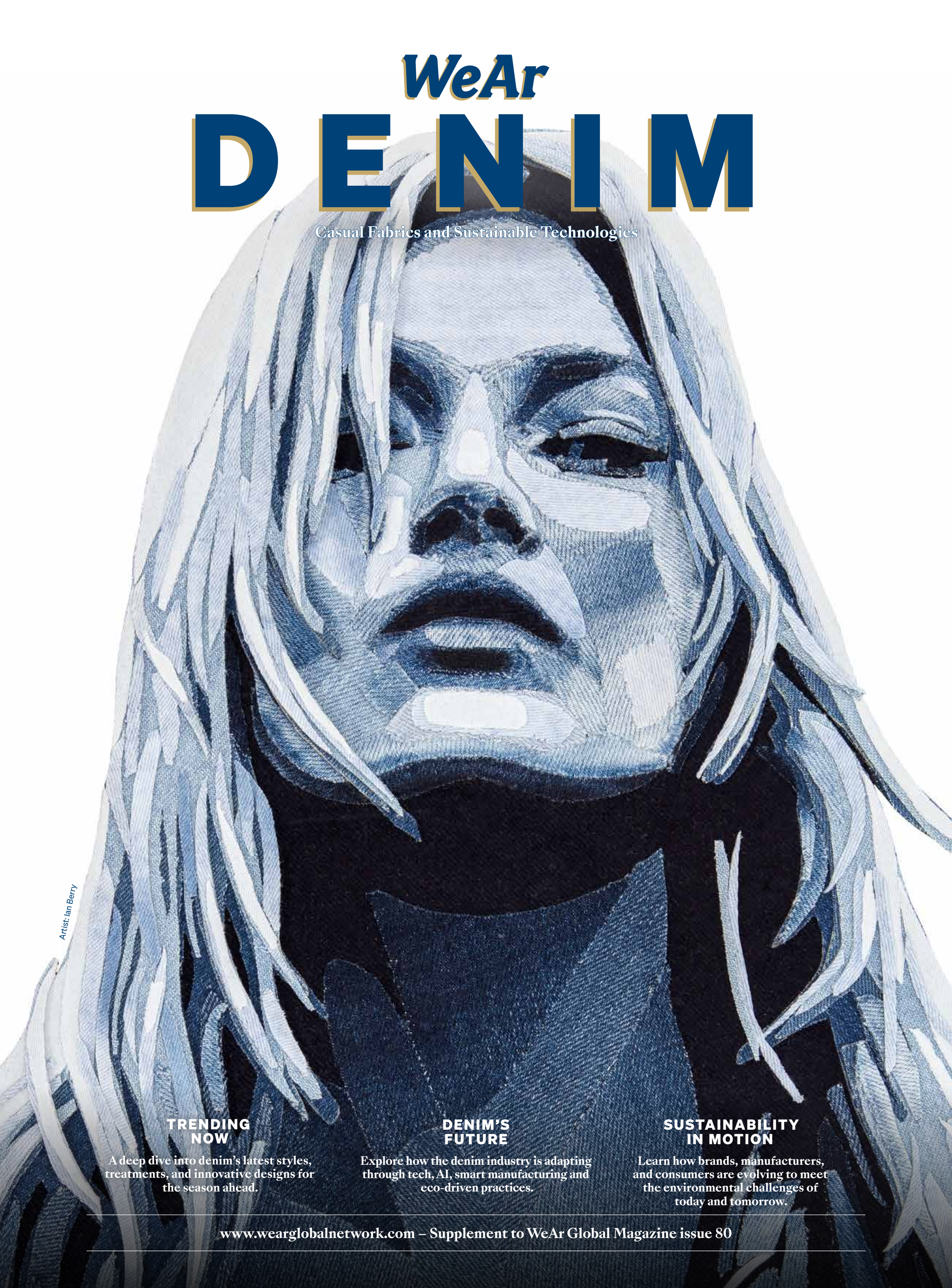
WeAr

DENIM

Casual Fabrics and Sustainable Technologies



Artist: Ian Berry

TRENDING NOW

A deep dive into denim's latest styles, treatments, and innovative designs for the season ahead.

DENIM'S FUTURE

Explore how the denim industry is adapting through tech, AI, smart manufacturing and eco-driven practices.

SUSTAINABILITY IN MOTION

Learn how brands, manufacturers, and consumers are evolving to meet the environmental challenges of today and tomorrow.

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DEAR READER

For years, conversations within our industry have centered around reducing environmental impact. In this edition of WeAr Denim, we turn our attention to adaptability. As the world increasingly embraces sustainable practices, adaptability has evolved from a mere strategy into a necessity. Like nature, our industry must adapt at every level – be it in production, design, marketing, or consumption.

Adaptations can be either incremental or transformational, so the question we all face now is: will we make surface-level adjustments, or will we commit to genuine changes that drive long-term improvements? The decisions we make today are crucial to the future of our industry.

For instance, textile mills are adopting water-saving processes to reduce environmental impact. Manufacturers are upgrading equipment to enhance production efficiency while cutting waste. Laundries are turning to sustainable dyeing methods, using technologies such as laser and ozone to lessen resource consumption. Brands are shifting their collections towards sustainability and sourcing raw materials locally. Even consumers are increasingly opting for vintage items, demanding transparency, and making more conscious choices.

As you turn these pages, consider how you and your business are adapting to meet these challenges. Together, let us explore the strategies, shifts, and innovations that are setting the course for tomorrow's industry.

If you want to stay in the loop, we encourage you to subscribe to our monthly newsletter, where you will find all the essential updates from the denim world that are worth keeping an eye on.

Ezequiel Cevey
WeAr Denim Editor

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WeAr DENIM Bluews

HUNTING FOR BLUE GOLD:

THE RISE OF VINTAGE DENIM AND UPCYCLING

Wouter Munnichs is an expert in vintage denim and founder of the platform **Long John**, where he explores into the history, craftsmanship, and innovation of the denim industry.

In a world where sustainability is increasingly at the forefront of consumer consciousness, denim enthusiasts are embracing more thoughtful ways to engage with their favorite fabric. Vintage denim is more popular than ever, with dedicated fans scouring thrift stores and flea markets, searching for that perfectly aged, faded pair of jeans or a uniquely patched or embroidered denim jacket. It is akin to hunting for "blue gold" like miners of the past, except now the treasure is not just a piece of clothing – it is a piece of history, rich with stories and character.

A key aspect of this trend is the art of upcycling, which breathes new life into old garments, making them personal and unique. Traditional Japanese Sashiko stitching, once used primarily to reinforce fabric, has now gained popularity as a decorative mending technique. These intricate hand-stitched patterns turn simple denim into unique, durable works of art, merging creativity with craftsmanship.

This conscious shift not only benefits the planet but also fosters a deeper appreciation for what has already been created. Many brands now draw inspiration from upcycled and vintage styles for their new collections, highlighting the value of existing pieces. After all, the most sustainable jeans are the ones that have already been made.

For those eager to explore vintage denim, the Rose Bowl Flea Market in Pasadena, California, is a must-visit. Another great spot is Portobello Road in London, where on Saturdays you can browse vintage and charity shops, especially as you head towards Golborne Road. Paris' famous Les Puces flea market is another treasure trove. If you are lucky, you might stumble upon true blue gold. Keep an eye out for key details like cinch backs, crotch rivets, selvedge fabric, or the 'Big E' Red Tab on Levi's jeans, as these are good indicators of an older pair. These are great starting points for anyone looking to learn more about vintage denim.

KEY DENIM TRENDS SHAPING TOMORROW

EZEQUIEL CEVEY

As the fashion world evolves, denim remains a cornerstone, continually reinventing itself through innovative approaches and fresh perspectives. The upcoming **S/S25** and **A/W26** seasons promise a dynamic transformation in denim, featuring trends that push the boundaries of traditional design, blend technological advancements with nostalgic influences, and prioritize functionality without compromising style.

From prints and innovative processes that challenge our perceptions to futuristic designs that connect with a new generation, along with a return to tailored roots, these key trends highlight denim's adaptability and enduring appeal.

Acne Studios

1. FAKE AND FUN

Denim is increasingly becoming a canvas for creativity, where the lines between reality and illusion are artfully blurred. The Fake and Fun trend is fueled by designers experimenting with fabrics that mimic denim, incorporating printed effects and faux washes. This challenges traditional notions of what denim should look and feel like.

We have seen brands like **Visvim**, **Maison Margiela**, **Acne Studios**, and **Golden Goose** embrace this trend, utilizing trompe-l'œil techniques and innovative textile manipulations to craft garments that play with perceptions.

Trompe-l'œil, meaning "deceive the eye" in French, refers to artistic methods that create highly realistic imagery, giving the illusion of three-dimensional depth on a flat surface. In denim, these techniques involve printing or manipulating fabric to mimic textures, details, or effects that resemble real elements - such as pockets, folds, or washes – while being flat or non-existent. Rather than simply creating another denim piece, these designers push boundaries, transforming denim into an artistic medium. The result is denim that surprises, engaging the wearer in a visual dialogue that transcends conventional design.

2. TECH AND YOUNG

As sustainability and technology continue to shape the fashion landscape, the Tech and Young trend is evolving with a blend of Y2K nostalgia. This trend showcases bold silhouettes, futuristic materials, and a strong emphasis on environmental consciousness, catering to a new generation of tech-savvy consumers.

Designers are pushing the boundaries of denim by embracing exaggerated volumes and innovative fabric combinations. Recent collections feature oversized silhouettes and hybrid garments that blend denim with technical fabrics, utilizing technologies like laser cutting. This approach not only underscores a commitment to modern innovation and sustainability but also incorporates elements of the fashion from the early 2000s.

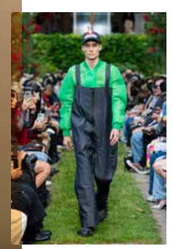
Brands such as **Sacai**, **Diesel**, **R13**, and **(di)vision** exemplify how denim can merge futuristic and nostalgic elements, like low-rise jeans with bold silhouettes. By integrating advanced manufacturing techniques, this trend is redefining denim's role in the fashion landscape.

Sacai and Diesel have showcased deconstructed designs, exaggerated volumes, and hybrid garments. R13 and (di)vision combine various materials to create truly unique pieces. From oversized silhouettes to the innovative use of recycled materials, denim is reimagined through the lens of modern innovation.

Diesel

3. CASUAL UTILITY

Denham



G-Star x Walter van Beirendonck

The Casual Utility trend reflects a shift toward practical, durable, and versatile fashion, blending workwear-inspired cuts, neutral tones, and minimalistic designs that prioritize both functionality and style.

Norse Projects and **Engineered Garments** are seamlessly blending form with function, creating denim that is both stylish and practical. We have seen some interesting new collections from **G-Star** featuring Rhys McClenaghan, along with the experimental capsule collaboration with Walter Van Beirendonck, showcasing high-quality materials and tailored silhouettes that appeal to those who value both aesthetics and utility. **Denham** presented their Archive Uniform collection, reimagining historical workwear and military uniforms while channeling their original purpose and infusing them with a modern sensibility. This trend emphasizes a return to essentials, focusing on creating pieces that are not only fashionable but also built to last.

AI: THE DOUBLE-EDGED SWORD OF DENIM PRODUCTION

EZEQUIEL CEVEY

The integration of Artificial Intelligence (AI) into the fashion industry has ushered in a new era of innovation in denim production. Whilst driving design processes, creativity, manufacturing, and consumer experience, it can also accelerate mass production - a paradox that challenges the industry's commitment to sustainable practices.

AI's transformative power

Creatives can now use AI-powered tools to generate ideas, create mood boards, develop patterns, and even simulate how garments will look and fit on various body types - all before a single piece of fabric is cut. For instance, 3D rendering software like **CLO Virtual Fashion** or **Browzwear** enables designers to visualize their creations in a virtual environment, allowing for real-time adjustments and reducing the need for physical samples. This not only accelerates the design process but also cuts down on material waste, aligning with sustainability goals.

AI enhances production efficiency by predicting demand and optimizing supply chains through tools like **Nextail**, or by detecting failures before they occur, as seen with **Lectra**. Machine learning algorithms can analyze vast amounts of data to forecast trends, enabling brands to produce only what is likely to sell, thus minimizing overproduction. AI-driven quality control systems can identify flaws in fabrics or construction at an early stage in the production process, reducing the number of defective products and conserving resources.

The sustainability paradox

The same AI technologies that improve efficiency and reduce waste can also contribute to overproduction - a significant environmental challenge. The ability to rapidly prototype and produce garments with AI-driven systems allows brands to respond to trends faster. While this agility is advantageous from a business perspective, it can lead to a flood of new products entering the market at an unsustainable pace. The denim industry is already under scrutiny for its environmental impact, particularly regarding waste, resource depletion, and carbon emissions. AI's potential to mass-produce garments more efficiently could complicate the industry's efforts to reconcile the benefits of AI with its sustainability commitments. As Edwin Keh, CEO of the **Hong Kong Research Institute of Textiles and Apparel** (HKRITA), stated: "Technology should not just help us do things faster, but also better. The goal should be to use these tools in ways that genuinely reduce environmental impact, rather than accelerate unsustainable practices."

Striking a balance

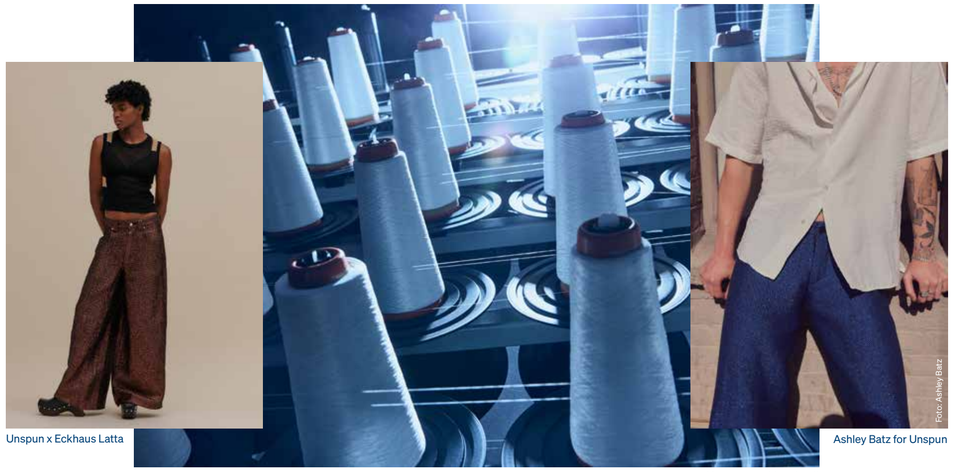
The challenge for the denim industry lies in adapting to new technologies while finding a sustainable balance. Brands must be strategic in deploying AI to optimize production processes.

For example, **Levi's** utilizes AI-powered laser technology through **Project FLX** (Future-Led Execution), which automates the distressing process for jeans. This technology reduces manual labor and chemical usage. Additionally, Levi's has explored AI to predict fashion trends by analyzing consumer data. **H&M** has integrated AI across its supply chain to optimize inventory management and minimize waste. By employing AI-driven algorithms, H&M can forecast demand more accurately, thus supporting sustainability efforts by reducing overproduction. **G-Star RAW** has incorporated AI in both its design process and retail strategy. The brand uses AI for 3D garment visualization. This allows designers to create detailed digital prototypes, speeding up the design process and reducing waste from physical samples. **Tommy Hilfiger**, in partnership with **IBM** and the **Fashion Institute of Technology** (FIT), has also explored AI for fashion design. By analyzing consumer sentiment, images, and text, AI helps designers to predict trends and develop new collections.

AI continues to evolve at an exponential pace. For brands, the key lies in leveraging AI not only to enhance efficiency and creativity but also to reinforce their commitment to sustainability. This requires a delicate balance, ensuring that the adoption of AI aligns with broader environmental goals.

3D WEAVING – A REVOLUTION

ANATT FINKLER



Unspun x Eckhaus Latta

Unspun machine detail

Ashley Batz for Unspun

Foto: Ashley Batz

A development which addresses issues like mass production, overproduction, and waste reduction while also supporting automation is 3D weaving. It merges textile creation with garment production, allowing a single machine to produce a finished piece of clothing directly. This eliminates the need for fabric cutting and significantly reduces waste. By producing garments from yarn, it offers a more sustainable alternative to traditional linear production.

An early exploration of this concept was Issey Miyake's A Piece of Cloth (APOC) project in 1997. Miyake's system used industrial weaving machines to create continuous fabric tubes that contained pre-woven garment shapes. Customers could cut along the seams to create individual items without compromising the fabric's integrity.

Today, various companies like **Unspun** are turning this idea into reality. The US-based fashion-tech B-Corp has centered its business model around zero-waste and circular production, with a focus on 3D weaving technology. Unspun's latest innovation, **Vega™**, is the world's first 3D weaving technology for apparel, capable of weaving garments from yarn in minutes. This streamlines fashion supply chains into vertical operations, regardless of location. Unspun aims to transform fashion supply chains by enabling vertical integration and allowing manufacturers to streamline production.

In addition to collaborating on custom jeans projects with brands like **Pangaia**, **Weekday**, and **Collina Strada**, and working on 3D weaving innovations with designers such as **Eckhaus Latta** and **Teget**, Unspun has signed agreements with top retailers including Walmart. These partnerships aim to deploy its Vega™ machines for localized production in both North America and Europe.

Earlier this year, engineering student Eric Groskamp, in collaboration with **Diamond Denim** and design studio **Endrime**, explored 3D weaving for sustainable denim. Using an industrial jacquard loom, they produced a prototype 12 oz jean from 30% hemp and 70% cotton, incorporating traditional back pockets with a unique 3D woven seam. Similarly, textile expert **Kelly Konings**, who specializes in jacquard and 3D weaving, creates 2D textiles that transform into 3D garments. Her work highlights the symbiotic relationship between textiles and garments, drawing inspiration from local craftsmanship and iconic pieces such as the denim jacket.

Although these are individual examples, 3D weaving is gaining momentum as businesses increasingly prioritize environmentally friendly manufacturing practices.

As companies face increased pressure from regulators and the realities of climate change, 3D weaving is poised to play a pivotal role in transforming the fashion industry. By rethinking production processes and focusing on localized, sustainable solutions, 3D weaving offers a promising path forward for both denim and broader apparel markets.

THE EU'S CIRCULAR DENIM REVOLUTION

ANNA ROOS VAN WIJNGAARDEN

As European regulations promoting circular design take effect, brands are racing to adapt their denim products to ensure compliance and enhance sustainability.

The EU's new product-facing legislation, the 'Ecodesign for Sustainable Products Regulation' (ESPR), is set to transform denim product design by emphasizing the importance of materials that support repair, reuse, remanufacturing, and, as a last resort, recycling. The shift is already visible in the innovative materials presented at industry events. **AGI Denim** recently showcased a fabric made from Regen-Agri cotton (43%), hemp (19%), recycled viscose (10%), and **Tencel**, finished with a luxurious dark grey wash from **Tonello**, a sustainable machine manufacturer. Meanwhile, **Master Textile** incorporates 20% banana agro-waste for its fiber, which was voted the most sustainable option at the fair. Additionally, **Naveena Denim Mills** and **Circular Systems** are collaborating on Agraloop technology to develop a similar low-impact fiber derived from crop leftovers. For circular stretch options, the degradable **Roica** V550 fiber is gaining attention, and **The Lycra Company** is set to introduce an alternative containing 70% bio-derived BDO.

The shift towards circular design is reinforced by the 'Extended Producer Responsibility' (EPR) regulation, which makes producers responsible for the end-of-life management of their products. This regulation promotes the incorporation of recycled content into new materials. **Orta** has succeeded with Natural Comfort, a material made from virgin cotton blended

Mavi

with 20% recycled cotton, offering up to 20% stretch performance. Its lack of synthetic fibers makes recycling feasible. Following its long-awaited revival, **Circulose** – a viscose made from post-consumer waste with a high cellulose content - has returned in collections from suppliers like **Advance Denim,** which supplies **Vivienne Tam**. Additionally, 100% post-consumer recycled (PCR) cotton jeans are now viable, as demonstrated by **Kuyichi**'s Scott Old Fashioned Blue, created by **Bossa**. Reet Aus, an Estonian fashion designer, entrepreneur, and environmental activist known for her work in sustainable fashion, mixed **Recover**'s post-industrial fibers with **Lenzing**'s Refibra to create a 100% recycled denim collection for the Estonian Olympics team, showcasing the potential of recycled materials at scale.

As brands begin to market these material innovations as assets, essential partnerships aimed at achieving circular fashion further upstream in the supply chain are emerging. For instance, **Redbutton** produces metal buttons with corn starch-based polymer underparts and finishes that cut electricity consumption by up to 66% and reduce water and chemical use by up to 80%. **YKK** is advancing zipper technology with their TouchLink zipper puller, which includes an NFC chip for a seamless transition to Digital Product Passports. These passports are designed to provide detailed information about a product's lifecycle, enhancing transparency and traceability. They contain data about a product's origin, materials, production processes, and sustainability attributes. Additionally, YKK's VISLON NATULON, made from **Econyl** regenerated nylon, is designed for nylon garments that can be fully recycled back into their base material. These innovations underscore how critical material choices are for achieving true circularity in denim.

DENIM UPDATES S/S 26

DENIM PREMIÈRE VISION BY JULIETA MERCERAT

For the S/S 26 denim season, technological advancements and new aesthetics merge with the everyday, as product design cycles and longevity are increasingly influenced by the demand for sustainability. Yarns, thread counts, and finishes now offer more enhanced durability and wear-resistant qualities.

Beyond durability, circularity is driving the industry forward. It not only extends a product's life but also incorporates plans for decomposition, recyclability, and reuse. A material's ability to biodegrade has become central to the textile design process. Alongside circularity, traceability is equally crucial for responsible denim production. This involves verifying the origin of raw materials like cotton, securing cellulose supplies to prevent deforestation, and adopting a data-driven approach to management and decision-making.

Jie Ni

Expertise in weaving, washes, and embellishments is harnessed to create dynamic visual effects. Designs replicate traces of the past, while textured irregularities and dyes reflect the passage of time. Blurred effects are enhanced by deep discoloration techniques, revealing sun-bleached accents. Lightening effects introduce airy nuances, reflecting a desire for breathability and lightness. These chromatic choices for denim prints and garment washes minimize pigment use by reducing concentrations or opting for low-impact processes to conserve water and reduce chemical consumption. For indigo shades, summer freshness is evoked through light tones, oscillating between pale blue and gray-green. Silhouettes are gaining movement and volume, with shifting perspectives shaping innovative fits and forms. These fluid aspects reflect an openness to change and flexibility, brought to life through full, supple textures and voluminous denims that are both dense and malleable.

ADAPTABILITY IN SUSTAINABLE PROCESSES

ZENNURE DANIŞMAN

Adaptability is vital for the denim industry. One of the most significant shifts in recent years has been the move towards sustainable processes, driven by advancements in biodesign, biotechnology, and regenerative thinking. These disciplines leverage the principles of nature to create only what is necessary - nothing more - to avoid waste. Nature does not waste anything; it creates, uses, converts, provides and circulates.

First, biodesign is transforming the way denim is produced. By mimicking natural processes, designers are creating fabrics that require less water, energy, and chemicals. The growing search for biodegradable and even compostable materials, along with the emergence of regenerative raw materials, are noteworthy examples of this trend. These innovations not only reduce the environmental impact of denim production but also set new standards for sustainability in the fashion industry. Today, we are all aware that sustainability starts with design and raw material selection. In the denim industry, many collections now include alternative raw materials that celebrate circularity. For instance, Circulose® by **Renewcell** and Infinna™ fiber by **Infinited Fiber Company** use textile waste as raw materials, while Spinnova®, Naia™ Renew by **Eastman**, and Refibra™ by **Lenzing AG** combine approved wood sources with textile waste.

Biotechnology has further enabled the development of bio-based dyes derived from natural sources such as plants, fungi, and bacteria. These dyes offer a sustainable alternative to traditional synthetic dyes, which are petrochemical-based and often harmful to the environment due to their inputs and outputs. Numerous innovative examples exist, such as **Huue's** bio-based indigo, **AMA Herbal**'s Bio Indigo PReR™, and natural dye alternatives like **Stony Creek Colors' Color** With Life® technology. There is also LOVE NATURE x EARTHCOLORS® by **Archroma**, a dyeing system based on upcycled plant waste. Moreover, the biochemical company **Nature Coatings** has developed a superior black pigment made entirely from wood waste rather than petroleum-derived carbon black, demonstrating a brilliant method of using carbon as an input rather than releasing it as an output.

Symbiosis and regenerative thinking are two concepts that fall under the umbrella of sustainable adaptation. It involves actively repairing and enhancing the environment, rather than merely minimizing harm. The greatest power of nature is its adaptability, which can also become a significant strength for our industry. In the denim sector, this could mean sourcing raw materials from regenerative agriculture, a practice focused on restoring soil health and biodiversity. By starting with biodegradable, regenerative raw materials and recycling them to reintegrate into the system, we can embrace a more sustainable approach. Returning to these fundamentals can help us adapt to Mother Earth in a more meaningful way.

Zennure Danışman is the founder of **Denim Theater**, a platform that showcases innovative denim craftsmanship.

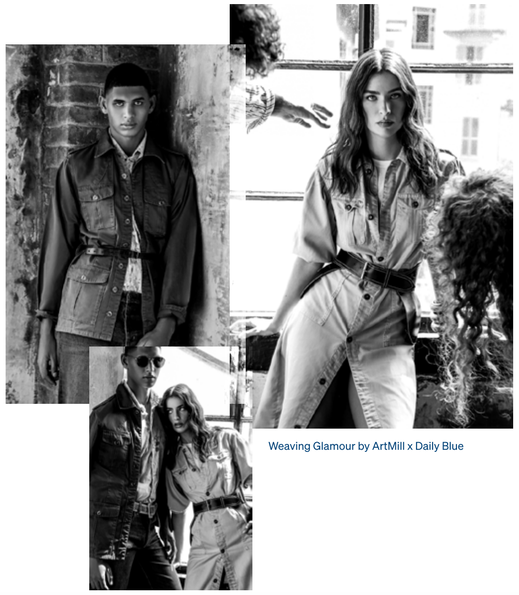
VISIONARY PERFORMANCE DENIM

Artistic Milliners' subsidiary for premium woven manufacturing, **ArtMill**, merges its innovative sustainable fabrics with Daily Blue by Adriano Goldschmied's visionary approach, unveiling a new collaboration

Weaving Glamour, ArtMill's S/S 26 collection, debuts at Kingpins this October. The collection was done in collaboration with Adriano Goldschmied's latest brand **Daily Blue** to show how ArtMill fabrics work on fashion quality garments. It offers a variety of textures, natural colors and historical inspiration. "Our partnership has led to an original fabric delivering a plethora of uses and options, featuring a safari-themed color palette and shades", states Adriano Goldschmied.

ArtMill is based in Karachi, Pakistan and serves both global and local markets in the piece-dyed fashion and workwear industries. It is part of the vision of Artistic Milliners to create a global service ecosystem with interests fostering sustainability, superior craftsmanship and creating hybrid products that combine versatility with performance.

"In today's market, the need for fabrics that seamlessly blend comfort, performance, and premium quality is greater than ever. ArtMill is dedicated to leading this charge." – says Omer Ahmed, Managing Director of Artistic Milliners.



Weaving Glamour by ArtMill x Daily Blue

A central color to the collection was khaki – a hue with historical roots, first introduced for British military uniforms. The collection features chic tops and tailored bottoms, blending contemporary design with high-quality garments, an eco-conscious production and the practicality and enduring appeal of khaki in modern fashion.

"We're thrilled to partner with Adriano Goldschmied on this exciting venture. Weaving Glamour is a testament to the power of collaboration. With Adriano's extensive experience and our shared vision for innovation and circularity, we are set to create products that truly align with the demands of the modern market.", states Ahmed.

CHT asks:

IS COLLABORATION A CATALYST FOR INNOVATION, AS WELL AS ECONOMIC AND SUSTAINABILE GROWTH?

WeAr Denim and **CHT Group**, a sustainable chemicals provider, aim to address a crucial issue in the denim industry: the importance of partnerships. Often, companies are confined to their own sphere and are afraid to collaborate. However, effective collaboration across the supply chain is essential for driving innovation and achieving sustainability goals. One notable example is the synergy between chemical and machine producers, which can enhance both environmental efforts and economic growth. WeAr Denim engaged with industry leaders **LAB 102**, **Tonello**, and **Jeanologia** to gather their insights on collaboration and their aspirations for the future of the denim sector.

THOMAS APLAS
HEAD OF LAB 102
AND JEANS & GARMENT
CHT GROUP

In the early 2000s, as chemical suppliers to the garment industry, we were shocked by news from machine manufacturers that new nebulization systems would make the extensive use of water and chemical products in jeans unnecessary. Around the same time, ozone gas was discovered as a bleaching agent for the jeans industry. Neither breakthrough prevailed due to associated difficulties. Today, we chemical suppliers no longer fear losing sales opportunities; instead, the machine industry and chemical industry work hand in hand. At LAB102, whenever a machine technology looks promising, we focus on optimizing it through targeted product development, enhancing effects to become even more sustainable. Regarding the examples mentioned, we developed the first-ever replacement for potassium permanganate on the market. We adapted this product for the nebulization process, and more recently, created products to make ozone bleaching more effective and reproducible. This was done in close and fruitful collaboration with machine manufacturers like Tonello and Jeanologia.

ALICE TONELLO
MARKETING & R&D DIRECTOR
TONELLO

To meet both economic and sustainability goals in the denim supply chain, it is important for everyone to work together by sharing data openly. With full traceability from production to the final product, we can track important details at each stage, such as consumption data. A transparent and fair system can help reduce waste and environmental harm, while also improving resource management and building trust, which supports responsible growth.

CARMEN SILLA
GLOBAL MARKETING DIRECTOR
JEANOLOGIA

At Jeanologia, we believe that achieving economic and sustainability goals in the denim industry requires a collaborative approach, uniting all players - fiber producers, weavers, garment manufacturers, chemical suppliers, and brands. Together, we can work towards a zero-discharge, fully circular industry. This is the core of our MISSIONZERO initiative: to produce without waste, detoxifying and dehydrating the denim industry from fabric production to garment finishing. Our goal is to inspire the industry by leading with examples of environmental respect, innovation, and profitability. Collaboration with brands is vital to implementing these innovations, from digitalization and automation to circularity, ensuring that sustainable solutions become industry standards. By joining forces, we can create a future where denim is produced responsibly, with zero discharge and maximum efficiency, ensuring a healthier planet and industry for generations to come. Transforming jeans into the new rebels that protect and love the planet.

HOLISTIC STRATEGIES FOR A SUSTAINABLE FUTURE

WeAr Denim interviews Dr. Dilek Erik, Global Marketing Manager at **Sharabati Denim**, on the adaptability, sustainability, and holistic vision that manufacturers and brands need to embrace in order to achieve success.

How do you ensure Sharabati stays current with changes in the market?
Adaptability is at the core of what we do at Sharabati Denim. The industry is constantly evolving, and so must we. Sustainability, for example, is often discussed in terms of materials, but I see it as something broader. It is about achieving financial, environmental, and operational sustainability as a whole. It is not just a matter of using organic fibers; it is about how we approach every aspect of the business.

So how do you look at sustainability holistically?
As our factory is located in Egypt, we collaborate with the **Egyptian Cotton Association** and buy **Giza94 Egyptian Cotton** for our Dream of Nile luxury collection. This approach reduces the CO2 emissions associated with the transportation of the raw materials, shortens lead times, and sustains the communities around our factory. We are also working on investing further into regenerative cotton*, as we believe it benefits the environment, farmers, and the industry. Additionally, we focus on practical sustainability measures, such as our wastewater recycling plant in Egypt. While it is a huge investment, it is essential for a factory in the desert. These actions reflect our holistic view of sustainability - not just in terms of the product, but in relation to the entire ecosystem we operate in.

How do you perceive the role of brands in the adaptation to sustainability?
In the B2B sector, it is easy to communicate new sustainable advancements through one-on-one conversations.

DR. DILEK ERIK
GLOBAL MARKETING MANAGER
SHARABATI DENIM

Sharabati's wastewater recycling plant

However, brands must communicate these changes to the end consumer, which is much harder but necessary. Right now, many consumers focus on the "organic cotton" label, but regenerative cotton actually offers more environmental benefits. When people buy jeans, they typically check the fit and the price, with the fabric and its origins often being an afterthought. Brands have a corporate responsibility to shift the conversation to highlight the real impact of materials and processes.

Sharabati Denim has been in business for over 40 years. What adaptations have you implemented to ensure a successful future?
Sharabati was founded in Syria over 40 years ago, and since then, we have made significant moves to remain adaptable. We relocated our operations first to Egypt and now also to Turkey, which has allowed us to be closer to garment manufacturers and manage production costs effectively. This adaptability is key to staying competitive. For example, we invested in textile waste recycling over 20 years ago to incorporate recycled yarn into our production. At the time, it was a substantial financial commitment, but today, it pays off both economically and in terms of sustainability. We believe that innovation must always be paired with long-term thinking, even if the benefits are not immediately visible.

*While organic cotton avoids synthetic chemicals, regenerative cotton actively improves soil health and improves the ecosystem. This makes it a more sustainable option as it uses less water and creates healthier soil over time.

RESEARCH AND INNOVATION

WeAr Denim spoke with José Royo, CEO of **Tejidos Royo**, a company renowned for its trajectory and forward-thinking approach to textile production. The discussion covered the future of sustainable fabric innovation, the company's key role in driving industry change, and how Tejidos Royo is navigating emerging market challenges.

JOSÉ ROYO,
CEO | **TEJIDOS ROYO**

How does Tejidos Royo balance the integration of cutting-edge technology with the traditional craftsmanship that has defined your denim fabrics for decades?
This is what makes us different: merging a lifetime of knowledge with new, more efficient tools to create sustainable methods. We are continually strengthening our expertise. In 1990 we were pioneers in using botanical fibers; in 2006, we took the lead by using recycled fabrics when this technique was still relatively unknown. Since then, we have developed patented technologies focused on reducing water and energy consumption. We actively promote R&D within our team to continue leading the way in the industry.

In what ways does Royo's commitment to sustainability influence your research and development processes, and how do you ensure that these efforts align with the company's values?
We have abandoned traditional production methods that consume millions of liters of water and have decided to exclusively produce DRY Indigo® and DRY Black®. This is the future of denim: no water consumption, no water discharge, fewer chemicals and reduced energy usage. Today, our denim boasts better crocking properties than traditional options, and the effects we can achieve by using laser and new technologies are incredible. There is no going back. It is so essential to us that we have developed the same technology for color piece dyeing with DRY Colors, creating fabrics that look like denim and can be dyed in infinite colors. By 2025, we aim for over 70% of our collection to utilise DRY technology, with our denim line already achieving 100%.

Can you share some recent innovations or research projects at Royo that are pushing the boundaries of denim production?
At the moment, we are investing in a state-of-the-art factory that will position Tejidos Royo at the forefront of the market for both fashion as well as technical fabrics. This spinning plant will be capable of spinning colors, recycling fibers, and processing both natural and synthetic fibers simultaneously, all without contamination. It will enhance our efficiency and reduce resource consumption. This represents pure innovation and a new revolution for the years to come.

Looking ahead, how do you envision the future of the industry?
Change is already underway. The future of the industry will be characterized by 'no water, no chemicals.' Additionally, there has been a growing interest in comfortable denim, not only for home or casual wear but also for workwear and protective fabrics. Our technical fabrics division, **ROYOTEC**, has successfully developed the world's most comfortable technical denim: the RT-9036, an authentic denim made with DRY Indigo.

IAN BERRY

Ian Berry is a celebrated figure in the denim industry who has successfully established himself as one of the most prominent artists in contemporary textile art. His photorealistic pieces delve into themes of urban life and identity, transforming recycled fabric into powerful emotional narratives. For those eager to experience his work firsthand, Ian is currently preparing for an exhibition at the **Kalyon Kültür Museum** in Istanbul, set to open this winter and running through spring. This show will feature a captivating mix of new artworks and established pieces, showcasing his long-standing relationship with denim through both installations and art. Don't miss the opportunity to witness the evolution of his craft! Exact dates can be found on his website at ianberry.art

THE FUTURE OF STRETCH

WeAr Denim sat down with Nicolas Banyols, Chief Commercial Officer at **The LYCRA Company**, to discuss the brand's latest innovations and the future of denim.

NICOLAS BANYOLS,
CHIEF COMMERCIAL OFFICER
THE LYCRA COMPANY

LYCRA's innovations in denim technology have transformed fit and comfort. Could you elaborate on how new technologies are reshaping denim production?
Our goal is to enhance the performance of stretch fabrics and improve garment aesthetics to elevate the wearing experience. Earlier this year, we launched LYCRA® and FitSense® Denim Technology, which provides invisible targeted shaping to make every pair of jeans feel like a perfect fit for all body shapes. This customizable fit solution is achieved through a blend of fiber, fabric, and garment processing technology.

Our innovation journey continues with an upcoming game-changer: renewable LYCRA® fiber set to launch in the second half of 2025. This new fiber has the potential to reduce carbon emissions by 44% compared to traditional elastane. Transitioning to renewable resources is a vital aspect of our sustainability strategy, and it will also enable brands and retailers to reduce their environmental impact.

The denim industry is at a critical juncture, with increasing pressure to adopt more sustainable practices across the supply chain. What do you believe are the most impactful changes the industry can makes?
A shift in consumer mindset and awareness is driving our industry to find better ways of "making denim." Change starts with design and the raw materials we use. Keeping materials in circulation and minimizing a product's environmental footprint is essential. Value chains are evolving into value networks, where ingredient brands assist designers in considering product longevity and "end-of-life design" from the outset of the product journey.

Our company is committed to developing products that enhance the performance of our customers' offerings while reducing environmental impact. That involves using fewer finite resources, extending garment life, and ultimately creating fibers that can be recycled orat the end of their use. We are also committed to ingredient transparency, with third-party testing and certification of our fibers. Examples include our LYCRA EcoMade fiber, made with pre-consumer recycled elastane, the LYCRA T400® EcoMade fiber, which contains 50% recycled PET and 18% plant-based materials, as well as Coolmax® EcoMade and Thermolite® EcoMade fibers, made entirely from textile waste.

Looking ahead, how do you envision the future of denim evolving with LYCRA's continued influence on the industry?
As a fiber solutions provider, we develop differentiated products that enhance brand power, help drive sales, and provide world-class technical expertise. We also support brands with compelling joint storytelling, which is especially valuable when entering new garment categories or markets. Moreover, we remain committed to doing what is right for the planet, for people, and for our industry. It is essential for us to stay attuned to consumer needs, offering solutions that add value to their everyday lives. We will continue to be part of denim aficionados' lives, delivering innovative and creative solutions for their ever-evolving lifestyles.

Amsterdam 2014

Amsterdam 2022

Vivian Wang & Andrew Olah

Scan this QR code to read the full Kingpins story:

KINGPINS SHOW:

A GLOBAL COMMUNITY EVENT

Kingpins is celebrating its 20th anniversary this year, along with a decade of its Amsterdam show. Here, **WeAr Denim** aims to provide an overview of the show's history, which has evolved from a dedicated B2B denim trade event into a multifaceted platform for the entire industry, now incorporating B2C formats. The show's history reflects the changing landscape of the industry.

Beginnings and international expansion

In 2004, on Mercer Street in New York, Andrew Olah, owner of the textile marketing company **Olah Inc.**, wanted to throw an intimate party to showcase the four textile collections of their Japanese supplier **Kurabo**. Following Adriano Goldschmied's advice and with the help of Jane Ibarra (then with **GAP Inc.**), Olah invited other companies to join the exhibitor roster, including **Martelli**, **Cobra**, and **Sartex** (now **Denim House**). Thus, a trade show was born. Goldschmied also recommended that Olah work with L.A.-based graphic designer Vivian Wang, who joined full-time in 2006 to produce Kingpins' first Los Angeles edition: "Andrew told me to throw a party for family and friends, which is what I did," Vivian states, and she continues to do so today as Kingpins' Show Managing Director.

Reflecting the globalization occurring throughout the industry, Kingpins launched its first overseas show in 2009 in Hong Kong. In the following years, Kingpins took place in various locations, blending the show's flair with the unique atmosphere of each city, including Delhi, Shanghai, Bangalore, Dhaka and Mumbai. By 2013, founders Wang and Olah streamlined the focus to New York, Los Angeles, and Amsterdam, which debuted in 2014 at the Gashouder Westergasfabriek.

In Amsterdam, the show partnered with Denim Days, transforming Kingpins into both a B2B and B2C event throughout the city. The mayor of Amsterdam even hosted an event for exhibitors in recognition of the show's impact.

The organizers later explored new markets, such as the Why branding show and Kingpins Miami in 2017, to tap into the Latin American market. In 2019, Kingpins launched its China City Tour, a traveling trade show across key denim hubs.

Digital presence and industry connections

In 2020, Kingpins partnered with **Material Exchange** to offer exhibitors a digital platform, which continues to be used today for initiatives like Deadstock Depot, a marketplace for excess fabric inventory. A year later, Material Exchange acquired Olah Inc.'s textile agency. During the pandemic, Kingpins launched Kingpins24, a virtual event featuring live and streaming content, including specialized sessions for Canada and Australia, which helped keep the industry active.

Kingpins has always prioritized connecting the industry while addressing environmental and social issues. It created Cotton Talks, which evolved into Kingpins Transformers and became the independent **Transformers Foundation** in 2020. Additionally, Kingpins partnered with the **Conscious Fashion Campaign** in support of the UN's 2030 agenda - a roadmap aimed at ending poverty, protecting the planet, and tackling inequalities.

Today

Kingpins returned to in-person exhibitions in 2022 with shows in New York and at its new Amsterdam location, SugarCity, following the pandemic. In 2003, **Messe Frankfurt** joined as a shareholder, though Kingpins ensured it would continue to operate independently, maintaining its unique blueprint and atmosphere. In 2024, Vivian brought the show back to China with a B2B and B2C format in Hangzhou.

Every event that brings people together and helps the industry improve should be cherished. **WeAr Denim** wishes Kingpins a very happy birthday and looks forward to experiencing the next 20 years of the show's journey.

NAVIGATING CHANGE

In a rapidly evolving world where technological advancements, environmental concerns, and shifting consumer demands continually reshape our methods, adaptability is key. At **WeAr Denim**, we sought insights from top industry experts to determine the most factors for ensuring the denim industry's adaptability and resilience amid these changes while remaining true to the core values of denim craftsmanship and sustainability.

DENIS DRUON
CEO
THE FLAX COMPANY

The challenge is colossal because it is multi-dimensional: regulations governing the environmental standards of produced garments, the supply of low-impact fibers (availability and pricing), and the necessity of products that appeal to consumers.

Supplying a low environmental impact, bio-sourced fiber is indeed a challenge!

To address this, we have teamed up with hemp manufacturers to create **Marmara Hemp**, the first certified sustainable cottonized hemp fiber, offering a secure supply at a competitive and stable price. In a landscape often marred by greenwashing, our aim is to provide manufacturers and brands with a natural fiber that conserves water resources (requiring no irrigation) and avoids the use of phyto-sanitary products (herbicides, pesticides, etc.), helping them meet the challenges of tomorrow.

JØRGEN SEVILD
MANAGING DIRECTOR
INQOVA

Adaptability in the denim industry hinges on knowledge. As the world changes - often in unpredictable ways - we are equipped with more data, tools, and insights than ever before. However, access to information alone is insufficient; the industry must cultivate the ability to act on this knowledge. This involves leveraging data to anticipate technological trends, environmental impacts, and shifting consumer behaviors. By fostering a culture of continuous learning and informed decision-making, we can ensure that the denim industry remains resilient, embracing change as an opportunity rather than a threat.

SEBASTIAN KLINDER
MANAGING DIRECTOR
MUNICH FABRIC START

The most critical factor in ensuring the denim industry's adaptability and resilience amidst rapid technological, environmental, and consumer shifts is collaboration across the supply chain. By fostering close partnerships between fabric manufacturers, designers, brands, and innovators, the industry can respond more swiftly to emerging challenges and opportunities. Sustainability is another key driver - embracing eco-friendly materials, reducing water usage, and lowering carbon footprints are not just trends but necessities for future growth. Additionally, staying attuned to consumer preferences through innovation such as smart textiles or circular fashion models enables the industry to meet evolving demands. At **BLUEZONE**, we focus on creating a platform where these collaborations and innovations can thrive, ensuring that the denim sector remains not only relevant but also a leader in responsible fashion.

UMBERTO DE VITA
DENIM SEGMENT DIRECTOR
ARCHROMA

Transparency remains crucial as the industry navigates rapid shifts in technology, the environment, and consumer demands. This fosters greater visibility in supply chains and accelerates time to market.
Archroma's newly launched **PLANET CONSCIOUS+** roadmap supports brands and mills in charting their sustainability journeys. We are committed to going beyond the status quo and advancing what is possible for them on multiple fronts. Key pillars such as SAFE EDGE+, ONE WAY+, and COMMUNICATION+ aim to enhance communication and transparency throughout the value chain amidst a challenging and evolving regulatory landscape.
We prioritize responsible and reliable information across our industries and supply chains. With tools like Safe Edge and the One Way Impact Calculator, we empower mills and brands to confidently communicate their sustainability goals and achievements while effectively addressing challenges along the way.

KSENIA SCHNAIDER
CO-CREATIVE DIRECTOR
KSENIASCHNAIDER

Of all the challenges, the environmental impact of denim is the most pressing and personal to me. Denim production is infamous for its excessive water and energy use, as well as its reliance on harmful fertilizers and toxic chemicals.
To address this, we must drive technological advancements throughout the denim supply chain, from fabric production to the final product. Using certified organic cotton, incorporating low-impact, biodegradable fibers like modal and lyocell, and adopting ozone washing, along with laser and enzyme-based dyeing, can significantly cut water and energy usage while reducing reliance on toxic chemicals. Embracing renewable energy is essential. Additionally, reworking vintage denim and utilizing deadstock fabrics promotes circularity and prevents landfill waste.
Whichever approach you choose, these strategies will enhance the sustainability and resilience of denim brands while increasing their products' appeal to customers.

ANDREA VENIER
MANAGING DIRECTOR
OFFICINA+39

I believe we still need to work hard to redesign a better sustainable model, in which circularity represents the endless path from A to Z and back, where every single letter in between counts. Circularity in materials and water, of course, but also much more. It is necessary that at the conception of every creative process, there is an awareness of the quality and quantity of each available resource, along with its peculiarities and possible limitations. This is the most critical factor because it relates to a specific degree of knowledge and availability of data.
Our denim industry must change its approach to new projects, remaining adaptable and resilient through a process that is first and foremost cultural. We must involve young designers and technicians to develop products based on this circular code. Many new technologies are now available to reduce the harmful effects of our industry, so we need to make them known to ensure they are accessible and effective.

IMPRINT

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Anja Kadir

Advertising Enquiries:
Brigitte Steiber
bs@wear-magazine.com

Ivo Nalin
in@wear-magazine.com

Design:
Uthmöller und Partner
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ALLAN GIMENEZ
SHOW MANAGER
TEXWORLD DENIM PARIS

The most important factor for this industry is a strong commitment to sustainable innovation. This involves adopting (or pursuing transition) of sustainable practices, such as reducing water, improving dyeing methods, energy consumption, ethical cotton supply, promoting circular economy models and transparency throughout the supply chain.

Technological improvements are playing a crucial role, with the integration of automation, trend analysis using artificial intelligence, and the exploration of intelligent textiles, such as connected garments. The industry needs to focus on consumer needs by offering customized products. Initiatives such as second-hand programs can encourage a circular fashion model.

Collaboration across the value chain drives progress, with partnerships between brands, technology innovators and sustainability experts. By focusing on sustainable innovation, the denim industry can remain agile, competitive and in tune with consumer expectations and environmental requirements.

MATTEO URBINI
MANAGING DIRECTOR
SOKO CHIMICA

Over the last few years, the washing processes for denim garments have gradually shifted toward more sustainable and less impactful methods, driven by increasing market demand and social awareness.
The fear of failing to meet consumer expectations is a primary driver for research and development of new technologies in the sector. In response, the denim industry is gradually adapting and preparing for a future focused on more responsible practices.
However, industrial processes are not as easy or quick to change as ideas, and this poses one of the main challenges we face. At Soko, we contribute by developing new washing processes for jeans, some of which have marked a turning point in the garment treatment. One such innovation is the **Lumia** technology, which utilizes dry ozone to significantly reduce the need for stones and other harmful chemicals.

KEVIN REARDON
SVP COMMERCIAL STRATEGY
CONE DENIM

Ultimately, consumers just want jeans that fit. As a supplier, it is our job to ensure that we are keeping up with this demand while cross-developing within the pulse of the market. Ensuring good communication and relationships between brands and vendors allows for better adaptation to these shifts. Additionally, having synergy between your development and manufacturing teams results in greater adaptability within your innovations. This is why we created **CONE® 3D** - it combines over 130 years of denim expertise with emerging technologies and market insights to provide customers with innovative, sustainable, and unique product solutions. Cone Denim is not only prepared for current industry demands but is actively anticipating and offering innovations to meet future market needs.

JOHAN VAN DEN HEEDE
MARKETING DIRECTOR EUROPE
ADVANCE DENIM

Constant innovation, flexibility and a genuine commitment to sustainability are essential for remaining adaptable and resilient in the face of future challenges. Strong leadership that prioritizes innovation, adaptability, and the establishment of sustainable goals is crucial. Our General Manager, Amy Wang, has consistently been a pioneer in innovation, new technologies, and sustainability. Collaboration is key; we work closely with brands, suppliers, technology providers, and sustainability experts to keep up with the latest trends. We also engage extensively with fashion schools to share our knowledge with the next generation of creatives and raise their awareness of sustainable solutions in denim. To educate and build trust with consumers, the denim industry must maintain transparency regarding its sourcing, production processes, and sustainability efforts.

FATIH KESIM
GENERAL MANAGER
MARITAŞ DENIM

To remain adaptable and resilient, the industry must rethink its approach to production, sustainability, and innovation. This shift goes beyond merely keeping up with trends; it involves fundamentally transforming operational practices.
Technological advancements - such as AI-driven production, smart inventory management, and automation - can enhance efficiency across the industry. Additionally, consumer preferences are rapidly shifting towards transparency, ethical production, and sustainability. This makes it essential for brands to prioritize fair labor practices, responsible sourcing, and traceable supply chains to maintain customer trust. Given that the denim industry has historically been resource-intensive, characterized by high water usage, waste generation, and reliance on dyes and chemicals, it must adopt eco-friendly technologies. These innovations include waterless dyeing, recycled fibers, and closed-loop circular systems that incorporate detachable, recycled, and recyclable accessories.

SUAT ODABAŞI
SUSTAINABILITY COORDINATOR
YKK TURKEY

The key to ensuring the denim industry's adaptability and resilience lies in the seamless integration of sustainable practices throughout the entire supply chain. This includes embracing digitalization, utilizing product passports, and implementing traceability methods to ensure transparency. Additionally, leveraging AI to accurately predict consumer trends enables manufacturers to respond swiftly to market demands.
As technological advancements and environmental concerns reshape the industry, manufacturers must prioritize eco-friendly production methods, such as reducing water consumption, adopting organic or recycled fibers, and exploring biodegradable materials. Innovations like AI-driven production processes and digital tools help streamline operations, reduce waste, and improve efficiency.
It is essential for manufacturers to stay attuned to evolving consumer expectations. Today's consumers increasingly demand ethical, sustainable products, and companies that proactively meet these expectations will maintain a competitive edge. By fostering a commitment to responsible cultivation, promoting resilient ecosystems, and reducing environmental impact, denim manufacturers can successfully navigate the industry's ongoing shifts while contributing to a sustainable future.

MR. ARMAN MALIK
CHIEF INNOVATION OFFICER
MASTER TEXTILE

To remain adaptable and resilient, the industry must rethink its approach to production, sustainability, and innovation. This shift goes beyond merely keeping up with trends; it involves fundamentally transforming operational practices.
Technological advancements - such as AI-driven production, smart inventory management, and automation - can enhance efficiency across the industry. Additionally, consumer preferences are rapidly shifting towards transparency, ethical production, and sustainability. This makes it essential for brands to prioritize fair labor practices, responsible sourcing, and traceable supply chains to maintain customer trust. Given that the denim industry has historically been resource-intensive, characterized by high water usage, waste generation, and reliance on dyes and chemicals, it must adopt eco-friendly technologies. These innovations include waterless dyeing, recycled fibers, and closed-loop circular systems that incorporate detachable, recycled, and recyclable accessories.

MASTER TEXTILE - BANANA DENIM FABRIC

Master Textile Mills has introduced **Banana Denim**, a sustainable fabric made from banana tree stems, which are typically discarded after harvesting. Classified as a bast fiber, banana fabric boasts a soft texture, achieved through high-temperature washing and softening treatments. Its chemical composition includes cellulose, hemicellulose, and lignin. Banana fibers can be extracted using chemical, mechanical, or biological methods. While mechanical methods are effective for extraction, biological processes help remove non-cellulosic gummy material from the fibers, enhancing their quality. Banana fiber is eco-friendly, biodegradable, and serves as a sustainable alternative to cotton and silk. It is used in textiles, ropes, paper, and now denim, offering strength, durability, and absorbency. By repurposing over a billion tons of banana tree waste annually, Banana Denim contributes to reducing environmental impact while delivering a versatile, high-performance fabric.

DONDUP PARTNERS WITH BLUESIGN TO SET A NEW STANDARD IN SUSTAINABLE DENIM

Dondup, the iconic Italian denim brand, has partnered with **bluesign®**, becoming the first major European denim label to join the **bluesign® System Partner Network**. This collaboration highlights Dondup's commitment to sustainability and responsible production.
Bluesign® promotes clean chemistry while enhancing resource efficiency and worker safety through rigorous verification processes. As part of the bluesign® 2023 Denim Initiative, Dondup joins a global network dedicated to eco-friendly practices.
Matteo Anchisi, CEO of Dondup, emphasized the significance of this partnership in advancing the brand's mission to reduce environmental impact and uphold safety standards throughout the supply chain. The initiative is expected to inspire other denim manufacturers to adopt similar sustainability measures, contributing to cleaner and more responsible production processes across the industry.

DENHAM HONORARY ARCHIVE COLLECTION

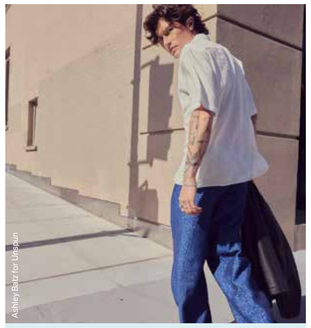
Denham introduces its Honorary Archive Series 1 collection for Fall 2024, drawing inspiration from founder Jason Denham's 30-year journey of collecting iconic pieces from across the world. The term 'Honorary' reflects a deep admiration for garments that have withstood the test of time and are celebrated for their utility, craftsmanship, and cultural significance. "For Series 1, we reimagined historical workwear and military uniforms, channeling their original purpose while infusing them with a modern sensibility," says Denham. Key pieces in the collection are recreations of vintage garments, refined through Denham's expertise in the laundry process. The collection preserves the patina and lifelines of timeworn pieces, honoring their rich history.

OFFICINA39 AT THE CNMI SUSTAINABLE FASHION AWARDS 2024

Officina39, a Biella-based company specializing in sustainable textile chemicals, has been nominated for the Groundbreaking Award at the **Sustainable Fashion Awards 2024**, organized by the Camera Nazionale della Moda Italiana, for its **Recycrom™** dye. This eco-friendly dye is made entirely from textile waste and has been adopted by major brands such as **Calvin Klein**, **H&M**, and **Stella McCartney**. **Recycrom™** is produced through a patented upcycling process that converts old clothing and textile scraps into pigment powders. These pigments can be used to dye a variety of fabrics, offering a sustainable alternative for the fashion industry. Officina39 also launched **Recycrom™ Ready to Dye**, a color range made with up to 65% recycled materials, making eco-friendly dyeing more accessible.

CAPITAN DENIM'S FOREST INITIATIVE

Spanish denim brand **Capitan Denim** has recently launched an innovative project called Bosque, aimed at promoting sustainability and environmental stewardship within the denim industry. This initiative involves creating a forest with the goal of planting 100,000 trees over the next three years. The focus will be on restoring ecosystems and enhancing biodiversity in the regions where Capitan Denim operates. This effort will also offset the brand's carbon footprint from its production processes and demonstrates Capitan Denim's commitment to responsable practices.
In addition to its ecological goals, the Bosque project also aims to engage local communities and promote social responsibility. By collaborating with local organizations, Capitan Denim seeks to raise awareness about the importance of reforestation and its role in combating climate change.



UNSPUN SERIES B FUNDING

Unspun, the industry leader in 3D weaving technology, has recently announced a $32 million raise in a Series B funding round led by DCVC, with participation from Lowercarbon Capital, E12, Decathlon, and SOSV. This funding will accelerate the rapid scaling of Unspun's innovative 3D weaving technology, **Vega™**, which is designed to help brands achieve a low-inventory, nearshore, and automated supply chain for woven products. Additionally, it will support the scaling of operations and the establishment of manufacturing partners in Europe and North America.
Unspun recently revealed a project with Walmart that aims to localize parts of Walmart's manufacturing and enhance supply chain traceability in North America.

POLO RALPH LAUREN X NAIOMI GLASSES

Ralph Lauren has unveiled the final release of the **Polo Ralph Lauren x Naiomi Glasses** collection Denim Daydream. This collection marks the culmination of its Artist in Residence collaboration with seventh-generation Diné (Navajo) weaver Naiomi Glasses. Inspired by rodeo culture and its deep connection to Navajo heritage, it features denim and indigo hues that echo the skies over the Navajo Nation.
The 27-piece collection for men, women, and unisex apparel features Navajo motifs such as four-directional crosses and wedge weaves. Standout items include a rodeo-inspired indigo jacket and a silk western shirt that reflects Glasses' ranching heritage.
In addition, Glasses has curated a selection of handcrafted silver and turquoise jewelry from Navajo and Pueblo artisans, available online and in select stores. A portion of the sales will benefit Creative Futures Collective, supporting underrepresented creative leaders.

MARITAŞ DENIM'S REGENERATIVE COTTON INITIATIVE EXPANDS

Maritaş Denim has launched a regenerative cotton project in the Harran Plain, Urfa, just 200 km from its factory, aiming to align with its sustainability goals. The initiative, which started in May 2022 in collaboration with two local universities, focuses on "Regenerative Cotton Production and Research." The first harvest in October 2023 was certified by Control Union under REGENAGRI standards.
In 2024, Maritaş became an OCA (Organic Cotton Accelerator) Implementation Partner for the 2024-25 season. The second harvest celebration will take place on October 15th. The project emphasizes local solutions and aims to deliver sustainable production through regenerative agriculture, contributing to long-term environmental goals.

COMMITTED TO SUSTAINABILITY

WeAr Denim spoke with Ahmed Javed, Executive Director of **AGI Denim**, about the practices and innovations that demonstrate the commitment to becoming a zero-impact organization.

AHMED JAVED
EXECUTIVE DIRECTOR | **AGI DENIM**

Could you elaborate on the key sustainable processes that you have integrated into your denim production?
One of our primary short-term goals is to achieve Net Zero emissions by 2050, along with a 50% reduction in greenhouse gas (GHG) emissions by 2030. Our submission to the Science-Based Targets Initiative (SBTi) for Scope 1, 2, and 3 emissions is currently under review. We are making significant investments in renewable energy; our solar rooftops presently generate 4.3 MW, with plans to increase this capacity to 7 MW by the end of the year. AGI Denim was among the first companies to install a biomass boiler fueled entirely by agricultural waste, thus reducing GHG emissions. Each production unit follows a decarbonization roadmap, while our SCADA system optimizes energy efficiency. Our regenerative cotton program spans 7,000 acres, set to produce Regenagri-certified cotton this year (Ed.: certification standard focused on promoting regenerative agriculture practices).

How does the AGI Cares initiative contribute to your overall commitment to environmental and social responsibility?
AGI Cares, led by Executive Director Aisha Javed, drives community projects that align with the UN's Sustainable Development Goals. We focus on health services, education, and job creation for low-income communities. In collaboration with **The Citizens Foundation**, we have installed solar panels in our adopted schools, merging education with sustainability. Additionally, we are working towards achieving gender balance in management by 2030, with initiatives like Kontoor HERessentials to empower our workforce.

Could you explain the process behind your recent collaboration with Ecovative to create mycelium bricks from recycled denim?
This collaboration is about reimagining what is possible. We have always been intrigued by fungi and have wondered how denim could play into that world. By merging recycled denim with mycelium, we have created a material that not only reduces waste but also pushes boundaries of both fashion and architecture. The process is simple yet powerful - transforming discarded denim into bricks. Mycelium, the root structure of fungi, acts as a natural binding agent, resulting in a sturdy and biodegradable material when combined with the denim fibers.

Which other future innovations or trends in denim production do you anticipate?
Special fibers such as **Tencel™ Lyocell**, **Lenzing™ Ecovero™**, and **Circulose** are becoming mainstream. As brands and consumers seek traceability in raw materials, vertical suppliers are gaining traction by offering a one-stop solution with better control and transparency.

Trending styles emphasize loose fits, vintage washes, and comfort, with denim becoming softer while retaining its authenticity. AGI Denim is embracing this trend with versatile, lightweight fabrics and natural dyes. Our latest collections feature bold looks that blend linen, Tencel™, unique weaves, and high-stretch fabrics.

How does your company ensure transparency in its production processes?
As a vertically integrated company, AGI Denim ensures complete visibility across our supply chain, from spinning to the final product, while maintaining certificates of purchase for all raw materials. We utilize innovative tools to gather and share data, support our brand partners in meeting regulatory obligations, and ensure compliance with industry standards.
Our commitment to traceability and transparency is reinforced through audits, certifications, and annual sustainability reports.

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 **denim@wear-magazine.com.**

Paige Adams-Geller
Founder | Paige — BRAND

Rohit Aggarwal
CEO | Lenzing — INDUSTRY

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
Founders | Rivet & Hide — RETAIL

Roian Atwood
Director Sustainability | Kontoor — BRANDS

Kiya & Demitra Babzani
Founder | Self Edge — RETAIL

Siddique Javaid Bhatti
CEO | US Denim — INDUSTRY

Ian Berry
Denim Artist — ART

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

Fabio Bisogno
Owner | Clanupstairs — RETAIL

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
Denim Segment Director | Archroma — INDUSTRY

Tremaine Emory
Designer and Founder | Denim Tears

Dr. Dilek Erik
Global Marketing Manager
Sharabati Denim — INDUSTRY

Maurizio Donadi
Founder | Transnomadica — BRAND

Irfan Ergu
CEO | Orta Anadolu — INDUSTRY

Borys Fridman
Owner | JeansJeansJeans — RETAIL

Mr. Haruya Fujita
President | Kurabo — INDUSTRY

Michelle Gass
CEO | Levi's — BRAND

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AGI Denim — INDUSTRY

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Acne — BRAND

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INVISTA (Cordura) — INDUSTRY

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Founder | Kingpins — TRADE SHOW

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CEO | Parasuco — BRAND

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Martelli Lavorazioni — INDUSTRY

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Jeffrey Rudes
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Technologies Messe Frankfurt — TRADE SHOW

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