

Alliance for Responsible Denim



The Alliance for Responsible Denim presents Long Live Denim!

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Where

[Fashion For Good](#), Rokin 102, 1012 KZ Amsterdam

When

Friday 27th of October: 14.00-18.00 PM

What

Long Live Denim is a unique event by and for the denim industry, where the latest and greatest innovations in post-consumer recycled denim (PCRD) fabrics will be showcased. Long Live Denim is an initiative from the [Alliance for Responsible Denim](#), whose members are strongly aligned in their desire to produce denim in a more sustainable way. The event is invite only.

In the past year, participating brands (Mud Jeans, KOI, Nudie Jeans, G-Star, Chasin, Just Brands, Coolcat, America Today, Kuyichi, Imps & Elfs) and denim mills (Kilim Denim, Orta Anadolu, Tejidos Royo, Bossa, Tavex) have been working together to develop new fabrics made with recycled fibres from used garments. Long Live Denim, provides a platform to showcase these and other Post Consumer Recycled Denim developments.

We invite the industry to come and discover what Post Consumer Recycled Denim has to offer:

- Come see and touch the Post Consumer Recycled Denim fabrics that have been developed;
- Have the opportunity to speak with the participating brands, mills and other experts;
- Become part of the recycled denim movement the Alliance for Responsible Denim has started.

What is Post Consumer Recycled Denim and why is it important?

Post Consumer Recycled Denim is denim fabric made with >5% of recycled fibres coming from used garments. The Alliance for Responsible Denim wants to create a system where we can re-circulate denim again and again.

We believe that developing Post Consumer Recycled Denim will allow the industry to:

- Capture the inherent value of our beloved denim
- Displace our dependency on virgin cotton, and reduce the impact of its cultivation
- Reduce the amount of textile waste downstream

Impact of denim production

- Every year, approximately 2 billion pairs of jeans are produced by the denim industry.
- A typical pair of jeans takes $\pm 7,000$ litres of water to produce.
- A significant part of this water consumption is due to virgin cotton cultivation. It takes $\pm 2,100$ Liters of water to produce just 1kg of cotton.
- *Post Consumer Recycled Denim can change this!* By using recycled cotton from used denim garments, instead of virgin cotton, huge environmental savings can be achieved. We estimate that approximately 500 liters of water can be saved per pair of jeans by including 20% recycled fibres in the fabric.

Impact of textile waste

- Approximately 75%-85% of all post-consumer textiles (used garments) end up in landfill or are incinerated. This is a huge waste of valuable resources.
- *Post Consumer Recycled Denim can change this!* Denim has high potential for circularity – denim fabric has a common fibre composition (pure cotton) and colour (indigo blue) and is therefore very suitable for current mechanical recycling technologies.
- We can give our old denim a new life by recycling the fibres into new yarns and fabrics, capturing the value of our beloved denim and reducing the amount of textile waste going to landfills or being incinerated.

What has The Alliance for Responsible Denim achieved in the past year?

Why is Post Consumer Recycled Denim not yet represented more in denim collections? It exists. We have seen it can work. It has very clear sustainability advantages. Why aren't more brands and retailers using it? Starting in September 2016, the Denim Alliance PCRD group set out to uncover the barriers and challenges that are holding back Post Consumer Recycled Denim and to understand how we can overcome them.

One of the most heard arguments from brands and retailers was: *'We do not see an offering of Post Consumer Recycled Denim fabrics in the market'*. At the same time denim mills commented: *"There is no demand"*.

It became clear we needed to bring the brands and suppliers together. The first step was to bust some of the myths that exist around Post Consumer Recycled Denim (eg. it is not technically possible, the quality will not be good enough, it will be too expensive) by bringing in yarn producers, mills and brands that already have experience with Post Consumer Recycled Denim. The second step was to come up with ideas for the ideal Post Consumer Recycled Denim fabric - one that fits the needs of brands and that serves as a development target for the mills. Over the past 6 months, 5 mills (Bossa, Kilim Denim, Orta Anadolu, Tavex and Tejidos Royo) have been working to create fabrics that fit the briefs from the brands. Now they are ready to showcase these fabrics at the Long Live Denim event on October 27th. Other mills that have any Post Consumer Recycled Denim styles in their collections are also invited to contribute to this mini trade fair.

What's next for the Alliance for Responsible Denim?

The focus for the coming year will be to take the necessary steps to get Post Consumer Recycled Denim fabrics into the collections of the participating brands and to engage more brands in our mission to achieve impact on a global scale. Long Live Denim will be the kick-off for the movement, which aims to provide an opportunity for more brands and mills to join the Alliance for Responsible Denim.

After September 2018 we intend to keep expanding the movement that the Alliance for Responsible Denim has started and create positive impact in the denim industry.
LONG LIVE DENIM!

About the Denim Alliance

The Alliance for Responsible Denim (ARD) is a 2 year project that was initiated in September 2016. The project consists of several denim brands including, Mud Jeans, KOI, Nudie Jeans, Chasin, Just Brands, Coolcat, America Today, Kuyichi, and Imps & Elfs and project partners including, Amsterdam University of Applied Sciences, Made-By, House of Denim, and Circle Economy. The mission of ARD is to make the denim industry cleaner and smarter so that we can produce denim in the most sustainable way possible. One of the ways to do so, is to create more sustainable fabrics. For this reason one of the project focus areas is to increase the availability and use of Post Consumer Recycled Denim fabrics in the industry. [Learn more.](#)

About Fashion for Good

Fashion for Good is the global initiative that is here to make all fashion good. It is a global platform for innovation, made possible through collaboration and community.

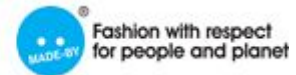
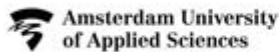
At the core of Fashion for Good is an innovation platform, which includes:

- An Accelerator Programme: Fashion for Good works with Plug and Play, a leading Silicon Valley accelerator, to give promising start-up innovators the funding and expertise they need in order to grow. Funding of startups is provided by Plug and Play and Fashion for Good.
- A Scaling Programme: Fashion for Good supports innovations that have passed the proof-of-concept phase. A dedicated team helps them scale by offering bespoke support and access to expertise, customers and capital.
- An Apparel Acceleration Fund: This fund will catalyze access to finance where this is required to shift at scale to more sustainable production methods.

Fashion for Good was founded on the principle of collaboration and acts as a convener for change. It operates from its first hub in Amsterdam, which also houses a Circular Apparel Community co-working space and a visitor-facing exhibition. Fashion for Good aims to create tools that are open-source, such as its Good Fashion Guide, which provides tips for brands wishing to embrace circular apparel principles. [Learn more.](#)

Project Partners Alliance for Responsible Denim

Amsterdam University of Applied Sciences, House of Denim, Circle Economy, Made-By



Alliance for Responsible Denim denim brands

Mud Jeans, KOI, Nudie Jeans, G-Star, Chasin, Just Brands, Coolcat, America Today, Kuyichi, Imps & Elfs



MUD JEANS

Kings Of Indigo®

Nudie JEANS CO



J U S T B R A N D S

COOLCAT®



CHASIN'

KUYICHI
PURE GOODS

IMPS&ELFS

Participating denim mills

Bossa, Kilim Denim, Orta Anadolu, Tavex, Tejidos Royo

Bossa



ORTA
ANADOLU

Tavex

ROYO