

ALLIANCE FOR RESPONSIBLE DENIM



Denim brands launch the Alliance for Responsible Denim

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Amsterdam, the Netherlands – Denim brands and suppliers have joined forces and formed the Alliance for Responsible Denim (ARD) in order to address challenging issues of sustainability in denim production. Our consortium consists of key stakeholders and experts from the denim industry. Although based in Amsterdam, ARD represents a broad group of international denim brands and suppliers.

There are three major ecological issues facing the denim industry: water, energy and chemicals. The use of these resources is concentrated at four stages of the production process: cotton cultivation, dyeing, fabric finishing and garment finishing. ARD's focus is on establishing measurements, benchmarks and standards for resource use (e.g. chemicals, water, energy) and recycled denim.

“It's unique that we have big and small denim brands together with suppliers working on these sustainability issues. It's the only way to progress and change the industry”, James Veenhoff from House of Denim said. “This is the reason why we started the House of Denim platform, to get the industry players to innovate together.”

Notes to editors:

- Website: www.denimalliance.org
- Twitter: @denimalliance
- The Alliance for Responsible Denim aims to make our industry cleaner and smarter so that denim is produced in the most sustainable way possible.
- The Alliance for Responsible Denim is an initiative from House of Denim, Made-By, Circle Economy and the Amsterdam University of Applied Sciences.
- House of Denim is an Amsterdam-based platform for craftsmanship and innovation in the denim industry. Through the development of education, innovation, enterprise and networking projects, House of Denim strives to make the denim industry dryer, cleaner and smarter. House of Denim hosts Denim City (which includes the Jean School, Blue Lab, and the Denim Institute) and the Global Denim Awards. www.houseofdenim.org
- MADE-BY is a not-for-profit organization that focuses on helping fashion brands improve ecological and social sustainability within the fashion industry supply chain. MADE-BY has over a decade of experience working in the field of sustainability and fashion. www.made-by.org
- Circle Economy is a social enterprise, organized as a cooperative, that accelerates the transition to circularity through on the ground, action focused development of practical and scalable solutions. www.circle-economy.com
- The Amsterdam University of Applied Sciences and Centre for Applied Research in Economics and Management (CAREM) is facilitating the alliance process and conducting research on the best practices for collaborating with competitors to improve sustainability impact. The research is funded by the Netherlands Organization for Scientific Research (NWO), Taskforce for Applied Research (SIA). www.amsterdamuas.com

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