



37 Denim CONE MILLS

Founded in 1896, Cone Mills is among the world's most storied denim producers. With business in the textile industry dating back to 1891, the Cone brand has long been synonymous with America's highest-quality denim. Based in Greensboro, North Carolina, it was responsible for a third of the world's denim supply in 1910 and operated through the 20th century as one of the US's most prolific denim manufacturers.

Cone's recent history, however, has not been free of trials. Competition from manufacturers in India, China, and Turkey increasingly threatened the company's ability to profitably manufacture fabrics in the US.

Faced with bankruptcy in 2004, it was reorganized under what would become the global fabric conglomerate, International Textile Group. As Cone restructured its operations to better compete in the global market, a renewed interest in heritage denim products catapulted it to the front lines as one of America's last remaining premium denim producers. Long noted for its selva fabric woven on narrow antique shuttle looms, Cone seized upon its legacy with the launch of the White Oak collection. The collection now provides premium selva denim to leading designers including Rag & Bone and Imogene and Willie. — BA

conedenim.com

PHOTOGRAPHED BY:
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