

Cone Denim Releases Commemorative White Oak Mill T-Shirt

By [Cleo Levin](#) • April 27, 2015 • [Retail](#)

Cone Denim's White Oak mill is celebrating 110 years of denim culture and manufacturing this month with the release of a commemorative T-shirt. The company will donate 100 percent of the profits from the shirt sales to the Salvation Army Boys & Girls Club of Greensboro, N.C.



Since its opening in 1905, White Oak has been the birthplace of long chain indigo dyeing, denim sanforization and Cone's Deeptone Denim. Now the mill works on contemporary denims with environmental and performance characteristics. Recent developments have included Sustainable denim and performance denims offering stretch, moisture management, and blends and treatments not traditionally available.

Kara Nichols, Cone Denim vice president product development and marketing, said, "White Oak earned its

place in denim history more than any other single textile operation, and today it is synonymous with denim innovation and heritage."