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04 May. 2015

Cone's White Oak mill celebrates 110th anniversary

Cone Denim's White Oak mill is celebrating its 110th anniversary. In honor of White Oak, [Cone Denim](#) has created a limited edition commemorative t-shirt to be sold locally in Greensboro and online.

Cone Denim is donating 100% of the profits from the sale of each shirt to Salvation Army Boys & Girls Club of Greensboro, a non-profit organization providing a safe and fun place for kids to learn and grow together with afterschool and summer programs, according to same spirit of community and philanthropy of its founders, the brothers Moses and Ceasar Cone.



Cone Denim's White Oak celebrative t-shirt



White Oak's weave room, circa 1909

In 1905, they founded the White Oak mill. At the beginning of the new century denim gained in popularity as a favored "workwear". The first bobbin of yarn was produced at the White Oak plant on April 20, 1905. Since that time the Greensboro NC mill has exclusively produced denim fabric becoming a premium recognized global brand.

"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," says Kara Nicholas, vice president product development and marketing. "White Oak is the birthplace of long chain indigo dyeing,

denim sanforization, and Cone's Deeptone Denim, introduced in 1936. This heritage lives on in White Oak's recreation of vintage selvage denim, resembling fabrics from the early 1900s and woven today on American Draper X-3 fly shuttle looms as well as White Oak's R&D center that supports Cone Denim's global network of mills."

Maria Cristina Pavarini