



Denim maker creates T-shirt to celebrate 110 years of manufacturing in Greensboro

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Cone Denim's White Oak mill celebrates 110 years of denim culture and manufacturing heritage this month. The company created this commemorative T-shirt in honor of the celebration.

The first bobbin of yarn was produced at [Cone Denim's](#) White Oak plant in Greensboro on April 20, 1905. Since then, the Greensboro mill has exclusively produced denim fabric and become a premium recognized global brand.

This month, Cone Denim is celebrating 110 years of denim manufacturing and culture at White Oak with the creation of a commemorative T-shirt in recognition of White Oak's denim history. Profits from the shirt will go to the Salvation Army Boys & Girls Club in Greensboro.

"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," said [Kara Nicholas](#), vice president product development and marketing.

She said White Oak is the birthplace of long chain indigo dyeing, denim sanforization and Cone's Deeptone Denim, introduced in 1936. That heritage lives on in White Oak's recreation of vintage selvage denim, fashioned after the constructions of the early 1900s and woven today on [American Draper X-3 fly shuttle looms](#), as well as in White Oak's R&D center that supports Cone Denim's global network of mills, she said.

The company, which is a unit of [International Textile Group](#), [continues its strong heritage of innovation at White Oak](#), with new products that include a Sustainblue collection of sustainable denims as well as Cone Denim's evolving line of performance denims offering strength, high-performance stretch, moisture management and blends and treatments not traditionally available in denim.

Some premium jeans brands, such as 7 for All Mankind, use Cone Denim in their products.

To order a T-shirt, visit [conedenim.com](#).