

Back From The Dead, Cone Denim Resurrects 100% US-Grown Natural Indigo Denim

By Thomas Stege Bojer □ July 20, 2015

Denim Like this Hasn't Been Made For Scalable Production In a Century – Now Cone Denim's White Oak Plant Makes It

Freelance trend-spotter and Denim Dudes author, Amy Leverton, has probably never won a quiet competition. Anyone who has met her knows that she's a talker. She even admits so herself! But, she's been sitting on this very exciting denim secret since Denim by PV in May this year: Cone Denim just introduced a 100% US-grown natural indigo denim and Amy broke the news over on her Denim Dudes blog.

At this summer's Kingpins trade show in New York, Cone are presenting this heritage White Oak denim as part of the celebration of White Oak's 110th anniversary. Kara Nicholas from the esteemed American denim supplier is excited too:

"This is one of our most exciting developments," she says. "The celebration of White Oak's 110 year anniversary made this the perfect time to bring together White Oak's heritage and authentic selvage denims with new innovation in bio-based natural dyes. As far as we know, this is the first time that natural indigo has been used in scalable production in the United States in over 100 years."



Cone Denim Natural Indigo Selvage



Natural indigo yarn close-up

The shade is bright and clear with a greenish cast and the sample denim has a plain white selvage ID. Like all natural indigo denim, we expect it to fade slowly and irregularly, which is perfect if you're looking for vintage fades.

Cone has worked closely with Stony Creek Colors to create this unique natural indigo dye that is both bio-based and scalable for production. Cone has acquired the exclusive rights to Stony Creek Colors' entire US crop of natural indigo for the next several years.

Cone Denim was founded in 1891 while the White Oak plant, which is famously known as the sole supplier of the iconic Levi's redline XX denim since 1915, began producing denim in 1905.