



Cone Denim returns to roots with Natural Indigo Selvage Denim

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GREENSBORO, N.C. – Cone Denim® returns to its roots with the unveiling of Natural Indigo Selvage Denim, produced exclusively at its historic White Oak® mill here.

The Natural Indigo Collection is “Crafted with Care in the USA” and created in celebration of White Oak’s 110-year anniversary. The collection is debuting at Kingpins New York this week.



“This is one of our most exciting developments,” said Kara Nicholas, vice president of Product Development and Marketing. “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 from plant based – U.S. farmed indigo. 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 has partnered with Stony Creek Colors for the exclusive supply of natural indigo dye for denim fabrics. Stony Creek Colors works to further scalable production of bio-based dyes, including indigo, using natural colorants from a trusted U.S.-based farmer supply chain. The supply agreement allows Cone Denim the exclusive rights to Stony Creek Colors’ entire US crop of natural grown indigo for the next several years.

Cone Denim Natural Indigos offer the pinnacle in authentic American denim, bringing together the work of U.S. farmers and White Oak’s vintage American Draper X-3 shuttle looms. The first selvage styles will be available for sampling in early August.

“We are charting a course to develop dyes that integrate seamlessly into existing production processes,” said Sarah Bellos, founder and president of Stony Creek Colors. “By blending the wisdom of nature with mindful innovation, we are able to create vibrant, high-quality bio-based dyes. Cone Denim is known worldwide for its denim innovation making White Oak a perfect fit for the launch of natural indigo denims.”

The White Oak mill earned its place in denim history more than any other single textile operation, and today it is synonymous with denim innovation and heritage. Known from the beginning as an innovator, 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 re-creation 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 White Oak’s R&D center that supports Cone Denim’s global network of mills.

Source: Cone Denim