

WGSN Goes Inside Cone Denim White Oak: America's Oldest Denim Mill

There's so much history behind your favorite pair of 501s.

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If you've ever wondered about the long, extensive history behind American denim, the definitive place to begin would be at the Cone Denim Mills in Greensboro, North Carolina. [WGSN Insider](#) is running a series of blog posts to delve deeper into the legendary denim supplier, one that has been operating for over 124 years. The article goes into high detail the history behind the White Oak brand factory, showcasing its workers, the process, even to the heart of all denim produced — the machinery. Check out the “Still Made in America” video at www.conedenim.com and stay tuned to [WGSN Insider](#) for more on the series.

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