

Cone Denim launches natural indigo selvage denim

By Leonie Barrie | 17 July 2015

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Biobased natural dyes from plant based, US farmed indigo are being used in scalable production in the US for what is thought to be the first time in more than a century.

The new natural indigo selvage denim development from [Cone Denim](#) is produced at its White Oak mill in Greensboro, North Carolina and will launch next week.

"This is one of our most exciting developments," says Kara Nicholas, vice president 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 biobased natural dyes from plant based, US 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."

The natural indigo dye for the denim fabrics comes from Stony Creek Colors, which is working on scalable production of bio-based dyes using natural colorants from a trusted US-based farmer supply chain.

An exclusive supply agreement gives Cone Denim the exclusive rights to Stony Creek Colors' entire US crop of natural grown indigo for the next several years.

The first selvage styles are produced using White Oak's vintage American Draper X-3 fly shuttle looms, and will be available for sampling in early August. According to Cone Denim, the White Oak mill is the birthplace of long chain indigo dyeing, denim sanforisation, and Cone's Deeptone Denim, introduced in 1936.

The Natural Indigo Collection is "Crafted with Care in the USA" and will debut at Kingpins New York from 21-22 July.

Cone Denim operates as part of International Textile Group with manufacturing facilities in the US, Asia, and Mexico.



Natural indigo dyed yarn is being used in the new Natural Indigo Collection from Cone Denim