Cone Denim Introduces Natural Indigo Selvage Denim

By Angela Velasquez • August 3, 2015 • Brands

Cone Denim unveiled a new chapter to its “Made in USA” story at Kingpins New York (July 21-22). The mill introduced Natural Indigo Selvage Denim, a line of denim made with indigo grown in the US and produced with vintage American Draper X-3 shuttle looms at the historic White Oak mill in Greensboro, NC.

To create the “Crafted with Care in the USA” collection, Cone Denim partnered with Stony Creek Colors, a Nashville, TN-based manufacturer of bio-based dyes for textiles, for its exclusive supply of natural indigo for denim fabrics. Stony Creek Colors works to further scalable production of bio-based dyes using natural colorants from a trusted US-based farmer supply chain.

“We are charting a course to develop dyes that integrate seamlessly into existing production processes,” said Stony Creek Colors Founder and President Sarah Bellos. “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,” she added.

Cone Denim has the exclusive rights to Stony Creek Colors’ entire US crop of natural grown indigo for the next several years. The first selvage styles from collection will be available for sampling in early August.

The launch of Natural Indigo Selvage Denim is one example of how the 110-year-old White Oak mill continues to innovate. Kara Nicholas, Cone Denim vice president product development and marketing, says, “This is one of our most exciting developments.”

She added, “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 innovations in bio-based 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.”