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Cone Denim launches Natural Indigo Selvage Denim

[Cone Denim](#) has launched its Natural Indigo Selvage Denim, produced exclusively at its historic White Oak Mill in Greensboro, North Carolina, during the last edition of Kingpins New York held on 21-22 July 2015.

The new denim collection is produced in the USA and launched as part of the company's celebration initiatives of White Oak's 110th anniversary. "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," commented Kara Nicholas, vice president product development and marketing.

For the project Cone Denim has partnered with Stony Creek Colors for the supply of natural indigo dye for this special edition of selvage denim fabrics woven on American Draper X-3 fly shuttle looms. [Stony Creek Colors](#) works to increase their scalable production of bio-based dyes including indigo, using natural colorants from a trusted US-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 Indigo Selvage



Natural indigo yarn close-up

The first selvage styles will be available for sampling in early August 2015. "We are charting a course to develop dyes that integrate seamlessly into existing production processes," says 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."

By: Maria Cristina Pavarini