

Cone Denim sells premium denim in smaller quantities

By Michelle Russell | 26 January 2016

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US textile major [Cone Denim](#) has launched an online portal dedicated to offering premium selvage denims in smaller quantities.

The White Oak Shop, named after Cone Denim's White Oak mill, sells the group's latest selvage styling, in addition to tools and information to educate newer designers about the intricacies of working with authentic vintage denim.

More specifically, [Whiteoakshop.com](#) allows visitors to view selvage specifications; purchase select styles; learn about the denim manufacturing process, inherent character woven into the fabric, and guidelines for cutting selvage garments; and explore the history of Cone Denim and White Oak.

"The White Oak Shop is very exciting and opens the opportunity for us to work directly with denim enthusiasts and aspiring designers via the Internet who were previously limited by minimum order quantities," said Kara Nicholas, vice president product design and marketing. "Vintage constructions from American Draper fly shuttle looms are not available anywhere else in the world, fuelling the natural passion and inspiration for denim designers and their connection to White Oak."

The White Oak mill has produced denim since 1905 and is known for having developed long chain indigo dyeing, denim sanforisation and Cone's Deeptone Denim, introduced in 1936. Today, it re-creates vintage selvage denim woven on American Draper X-3 fly shuttle looms, and houses the group's R&D innovation centre.



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