

Textile News

Cone Denim Introduces the White Oak Shop: New Offering Of Premium Selvage Denims In Just The Right Quantities

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GREENSBORO, NC — January 25, 2016 — Cone Denim® announces the opening this week of its online White Oak® Shop offering select styles of premium selvage denims in smaller quantities. The Shop, located at whiteoakshop.com, offers online purchasing of many of Cone Denim's latest selvage styling as well as tools and information to educate newer designers about the unique intricacies of working with authentic vintage denim.

A legend known by denim enthusiasts worldwide, the White Oak mill has produced denim exclusively since 1905. It has earned its place in history as the birthplace of long chain indigo dyeing, denim sanforization and Cone's Deeptone Denim, introduced in 1936. The mill is known today for both its re-creation of vintage selvage denim, fashioned after the constructions of the early 1900s and woven today on American Draper X-3 fly shuttle looms in addition to being the R&D center for global denim innovation.

"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," says Kara Nicholas, vice president product design + marketing. "Vintage constructions from American Draper fly shuttle looms are not available anywhere else in the world, fueling the natural passion and inspiration for denim designers and their connection to White Oak."

The launch of the Shop comes as the White Oak mill celebrated 110 years of continuous denim operations in 2015 and Cone Denim is getting ready to celebrate 125 years of denim authenticity and innovation this coming April. "It's the perfect time to expand our reach and celebrate the entrepreneurial roots and heritage that are the cornerstones of Cone Denim," says Nicholas.

Whiteoakshop.com offers a comprehensive tool to view selvage specifications; purchase select styles; learn more 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.