

# Cone Denim Expands Natural Indigo Collection

CLEO LEVIN MAY 11, 2016



Cone Denim announced that it purchased a new crop of U.S. grown natural indigo.

Cone first introduced Natural Indigo selvedge denim in July 2015 when it partnered with Stony Creek Colors for an exclusive supply of natural indigo dye. The collection started with a selvedge fabrication but has been expanded to include wide-width fabrics in rigid and stretch.

Kara Nicholas, vice president product design and marketing, said, “Response last year to the first selvedge styles was tremendous, leading us to expand the collection to include wide denims, and adding a new level of authenticity to contemporary denims.”

Stony Creek Colors is also evolving as the company continues to produce for Cone. Sarah Bellos, founder and president, said that the company is focused on advancing farming techniques that promote sustainability and efficiency for the farmer and the mill.

She added, “Our work of linking US farmers to new chemical markets while bringing renewable color sources to Cone Denim represents a promising development of viable business models across the indigo supply chain.”

Natural Indigo fabrics are now also available in personalized quantities through the White Oak Shop.