

Cone Denim Expands White Oak Shop

CLEO LEVIN MAY 4, 2016

Cone Denim announced the expansion of its online White Oak Shop, which the mill launched in January of this year. The shop will now offer the Natural Indigo and wide White Oak shirting fabrics, in addition to premium selvage denims.

The White Oak Shop was launched to offer small quantities of Cone fabrics, as well as tools and information to educate newer designers about the unique intricacies of working with authentic vintage denim.

Kara Nicholas, vice president product design and marketing, said. “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.”

She continued, “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.”

WHITE OAK *Shop*

