

125-year anniversary

## Cone Denim brings back nostalgic 'Pinto Denim'

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GREENSBORO, N.C. – As part of its yearlong 125-year anniversary celebration, Cone Denim is digging into its nostalgic archives. One jewel the company said it has uncovered is the iconic Pinto Denim, first developed in 1969. So Cone Denim said it thought it would be fun to bring it back for a limited time, complete with all the bleached streaks and character, but without the flood that hit the region that year.

“The story of the Pinto Denim is such a fun piece of Cone Denim’s history and reminiscent of what makes Cone such a denim visionary,” said Kara Nicholas, vice president of Product Design and Marketing. “It speaks straight to the innovation, creativity and perseverance that have been such cornerstones of the Cone legacy.”

On June 15, 1969, Greensboro was hit with the most rain since Hurricane Hazel went through the city 15 years prior. The Greensboro newspaper reported that Cone Mills was the company hit hardest by the deluge, with more than six inches falling in a 24-hour period. Machinery was damaged, all shifts were cancelled at the White Oak mill and a warehouse and the central power plant were flooded.

As a result, millions of yards of denim stored in the warehouse were soaked with water, and high school students were hired to help wash and dry the fabric to keep it from mildewing. To Cone officials, this seemed like a catastrophe. But a young denim merchandiser in Cone’s New York marketing group suggested that the White Oak mill run the fabric through a solution to randomly remove the dye and give the denim a faded, mottled appearance.

An advertisement for the denim ran in the Daily News Record and more than 50,000 designers, manufacturers and retailers rushed to place their orders. After the denim was made into garments, thousands of college campuses fell in love with it, and Pinto Denim became a rousing success.

Pinto Denim is available in both selvage and wide styles and all produced in the company’s iconic White Oak mill.

For those nostalgic denim heads eager to experience a bit of history, samples are available immediately, but for a limited time. Visit or contact your account manager for more information.

Source: Cone Denim

