

Team USA Sports Cone Denim

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We could have guessed that Polo Ralph Lauren partnered with Cone Denim to create the white selvedge jeans Team USA wore Friday during the Olympic Opening Ceremony in Rio de Janeiro. The mill confirmed its role in developing the uniform on its website.

The white stretch selvedge jeans were especially made at the White Oak Mill in Greensboro, North Carolina on the mill's Draper shuttle looms. Each pair of jeans features bespoke selvedge ID's, a red and blue stitch to represent athletes' home country.



The Olympic motto, "Faster, Higher, Stronger" is printed at the interior of the waistband. The U.S. flag and the Olympic rings adorn the jean's pocket bags, and the Polo-branded back patch is stamped with "Made in USA."

U.S. fans can purchase the exclusive men's and women's jeans at RalphLauren.com for \$195.

Team USA's wool blazers were manufactured by Cone's sister company, Burlington Industries.