

# HERITAGE MEETS INNOVATION

WITH FIRST-EVER CORDURA® SELVAGE DENIM.



CORDURA® brand and Cone Denim are collaborating on a first of its kind, vintage-inspired selvage denim for the **50th anniversary of the CORDURA® brand.**

The new CORDURA® Selvage Denim is produced in Cone Denim's legendary White Oak facility, drawing inspiration from its over **110** year history in textile production combined with **50** durable years of CORDURA® brand heritage.



Influenced by **passion and knowledge**, Cone Denim, a global leader in denim authenticity and innovation, has been crafting signature styles since 1891.

CORDURA® Selvage Denim is produced on **American Draper X3 Shuttle looms** through a collaborative development process between Cone Denim's 'Cone® 3D' (Denim, Design, and Development) R&D team and the CORDURA® brand.



**LEARN MORE**

[cordura.com](http://cordura.com) »

