

# Textiles Intelligence

## Press Release

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For immediate release

### **The denim industry makes a major foray into sustainability, reports Textiles Intelligence**

Indications from the December 2019 edition of Denim Premiere Vision (Denim PV), which was held in London, UK, during December 3-4, 2019, suggest that the denim industry has made a major foray into sustainability, according to a report in Issue 201 of *Textile Outlook International* from the global business information company Textiles Intelligence.

Sustainable denim was a “most wanted” consumer product category during 2019. Appropriately, the December 2019 edition of Denim PV, unlike previous editions, was marketed as “the responsible denim fashion event”.

In keeping with this motto, the major theme at Denim PV was environmental sustainability and almost all of the exhibitors presented innovations which reflected this theme. Notably, the exhibitors represented approximately 33% of the denim industry and, perhaps more significantly, they represented approximately 90% of the “premium” denim industry.

Many of the exhibitors proudly displayed certificates which recognised their efforts in sustainability, and many exhibitors advertised key products which had been certified as compliant with various environmental standards.

Noteworthy exhibitors included Bossa, a denim manufacturer based in Turkey, which presented a range of fabrics made using recycled organic cotton, Tencel Lyocell fibre with Refibra technology and Lycra T400 fiber with EcoMade technology.

The fibres used in the fabrics are widely considered to be trailblazing examples of environmental sustainability. The fabrics themselves are dyed using Bossa’s Saveblue technology, which is said to consume 85% less water than conventional dyeing technologies.

Also, Naveena Denim, a denim manufacturer based in Pakistan, presented a fabric called Hemp Denim at the fair. The fabric is made using increasingly popular hemp fibre and its manufacture consumes 70% less water than the manufacture of cotton fabric.

Meanwhile, KilimDenim, a denim manufacturer based in Turkey, presented its Cactus indigo dyeing technology which is designed to reduce the amount of water consumed during the indigo dyeing process, particularly during the rinsing stage.

Dyeing processes which utilise the technology are said to consume 93% less water compared with conventional dyeing processes.

Also at the December 2019 edition of Denim PV, a trend area was hosted which was dedicated to the presentation of design trends for the spring/summer 2021 season. The trends suggest that innovation in environmental sustainability will be a major focus for the denim industry looking ahead. In

particular, organic fibres, recycled fibres and recycled materials will be key ingredients for use in the manufacture of denim in the future.

Ends.

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This report, “Trends and developments at Denim Première Vision”, is available for purchase and costs £145.00 + VAT (UK), Euro265.00 (Europe, Middle East or Africa) or US\$350.00 (Americas or Asia Pacific).

The report was published by the global business information company Textiles Intelligence in Issue No 201 of *Textile Outlook International*.

Other reports published in the same issue include: “World textile and apparel trade and production trends”; “Survey of the European fabric fairs for autumn/winter 2020/21”; “Trends in world textile and clothing trade”; “Profile of 2XU: a leading provider of compression sportswear”; and “World markets for textile machinery: yarn and fabric manufacture”.

*Textile Outlook International* is published six times a year by Textiles Intelligence. Each issue provides an independent and worldwide perspective on the global fibre, textile and apparel industries.

A year’s printed subscription to *Textile Outlook International* costs £1,235.00 (UK), Euro2,270.00 (Europe, Middle East or Africa) or US\$2,960.00 (Americas or Asia Pacific). An electronic supplement is also available; please contact Textiles Intelligence for details. Single issues and multi report packages are available on request.

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