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YOUR

DENIM

"Denim jeans - whether ripped, straight, flared, vintage or raw - are one of the world's most-loved garments. But from fibre to wardrobe, they have a considerable ecological footprint.

Given the diversity of cotton growing enterprises and clothing producers around the world, tracking the environmental impact of a pair of cotton jeans is no simple feat.

But as a denim-wearer you can make more sustainable choices by buying responsibly, extending your jeans' life with gentle washing and choosing to repair, not replace." - The Conversation.

"3,781 litres of
water are used
during the produc-
tion and use phase
of one pair of 501®
jeans and 33.4 kg
of CO2 is created
throughout its
lifetime." - Levi
Strauss.

















[illegible][illegible]











"When denim jeans were first created in 1873 (at that time they were called waist overalls) they were worn by labourers and miners of the American West, Denim is therefore, a hard-wearing and durable fabric - it doesn't need to be washed as frequently as believed. In addition to this, you save water and energy." - LEVI'S UK.











"Adorning yourself in denim goods will never go out of fashion. Jeans have formed the basis of every man's wardrobe since the 20th century and their popularity will, no doubt, continue far into the 21st century and beyond. As a popular product, its manufacture can safely fall into the 'fast fashion' segment of the fashion business. As with all clothing that is produced 'fast' the detrimental effects on the environment are something to consider should you be a slow fashion aficionado and hope to produce a denim collection. It was a little-known fact, prior to 2014, that the manufacture of denim products had such an unfavourable effect on the environment. It doesn't have to continue along this trajectory, however, but until one is aware of the existing problems with its production it's difficult to affect any lasting change." - Fashion Insiders.







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