



We Ar
global magazine



WEAR TO CARE

REGENE
PREMIUM RECYCLED DENIM



www.usdenimmills.com

• US Denim Mills

RECYCLING  DENIM



• Garçons



US DENIM UNVEILS GREEN MACHINE

US Denim Mills unveiled the 'Green Machine' recently at the Paris Texworld to mark its efforts in recycled and sustainable fabrics. This machine shows how a used pair of jeans is converted into recycled fabric and then again into jeans. Old jeans and/or damaged unusable fabrics are systematically crushed into fibers again, which are then spun into yarns. Then yarns are processed in the denim factory to make new fabric, and ultimately a new pair of jeans.

WOMEN'S JEAN EXPANSION

A second wave of growth is expected in the denim market as women's denim continues to grow. The market for women's denim is expected to reach \$1.5 billion by 2015. This growth is driven by the fact that women are wearing denim more often than ever before. In fact, a recent survey found that 70% of women aged 18-34 wear denim at least once a week. This growth is also being driven by the fact that women are wearing denim in a variety of ways, from casual to professional. This growth is also being driven by the fact that women are wearing denim in a variety of ways, from casual to professional.

US DENIM UNVEILS GREEN MACHINE

US Denim Mills unveiled the 'Green Machine' recently at the Paris Texworld to mark its efforts in recycled and sustainable fabrics. This machine shows how a used pair of jeans is converted into recycled fabric and then again into jeans. Old jeans and/or damaged unusable fabrics are systematically crushed into fibers again, which are then spun into yarns. Then yarns are processed in the denim factory to make new fabric, and ultimately a new pair of jeans.