



**X-ray**  
FASHION INTELLIGENCE



## NEW CULT: RECYCLING

Who would have thought that a small and relatively unknown German website would feature a new topic with cult potential? This topic could revolutionise the entire denim market: Recycled denim.

TEXT  
Inabel Faiss

PHOTOS  
US Denim Mills

The company US Denim Mills is one of the first to produce denim from recycled leftover fibres. It benefits from the increased focus on this topic as part of the broader debate on sustainability.

to support ecology, but it definitely has to be fashionable. For this reason the need to invest







GREEN MACHINE

TRIMMING

SHREDDING STEP 1

SHREDDING STEP 2

SHREDDING STEP 3

BLOWROOM

MIXING

CARDING & DRAWING

SPINNING

RECYCLED DENIM

WEAR TO CARE

RE<sup>♻️</sup>GENE™  
PREMIUM RECYCLED DENIM



[www.usdenimmills.com](http://www.usdenimmills.com)