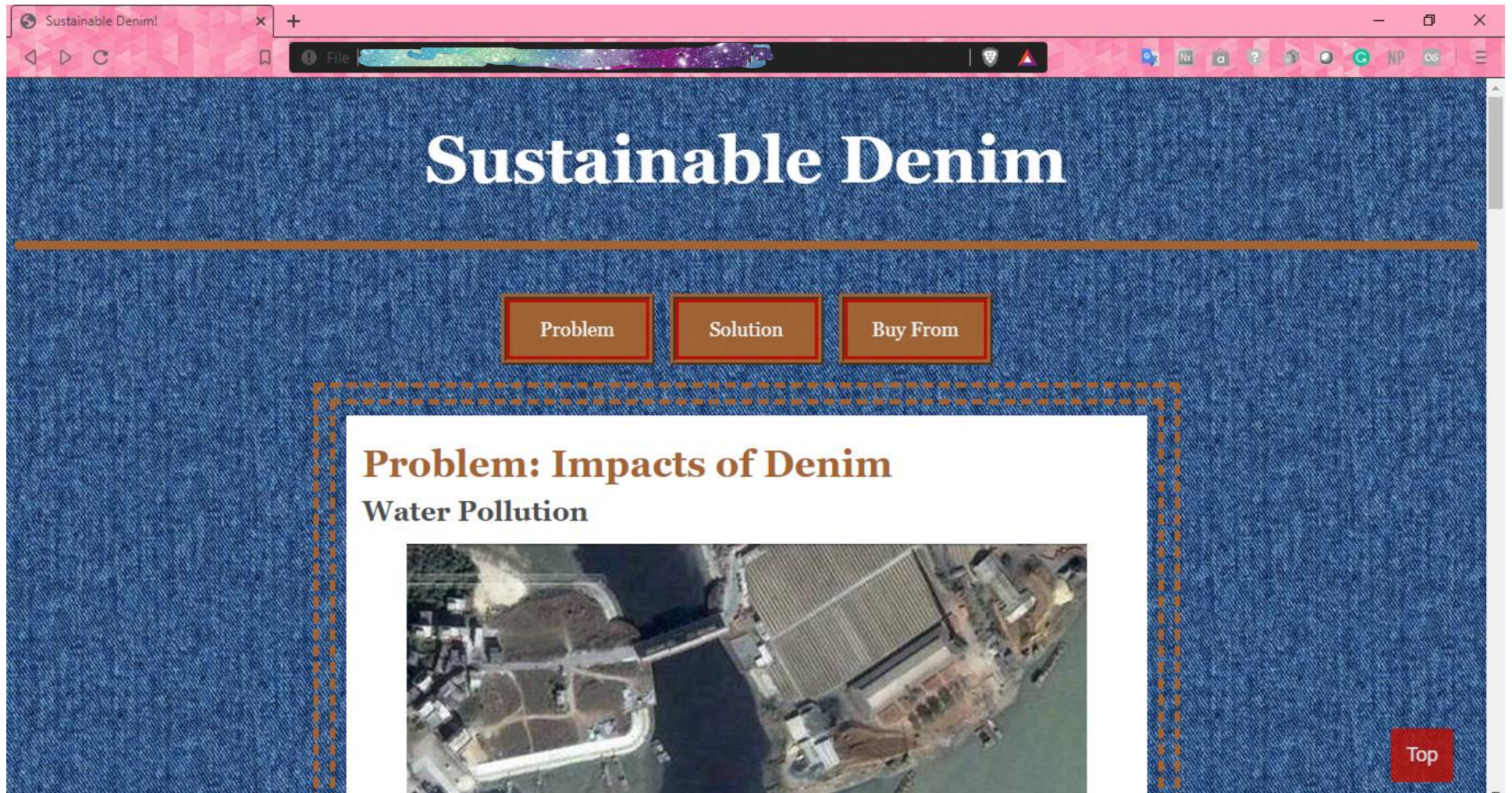


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Click on Solution

Solution, Sustainable Denim!

Easy Solutions



Some easy/affordable options to make denim sustainable:

- **Upcycle:** your old jeans could be broken down and reused as insulation in new home construction.
- **Rented:** a Dutch company offers rental jeans for a down payment and a low monthly fee.
- **Recycled:** Levi's makes jeans that incorporate polyester fibers spun from discarded plastic bottles.
- **Organic:** Many retailers now offer jeans made with organic cotton, grown without pesticides.
- **WashLess:** Washing jeans after ten washes, saves 30L of water. Or spot washing instead.

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Example of Links

finishers to make that shift," says Penadés who works with brands like Levi Strauss, V.F. Corp (makers of Lee and Wrangler), PVH Corp. (Calvin Klein, Tommy Hilfiger), Inditex (Zara), H&M, Uniqlo and Marks & Spencer among others. Today, laser technology can give a pair of jeans a worn look instead of sandblasting or hand sanding which can be lethal or detrimental to workers and the environment. Their G2 ozone treatments introduced in 2005, fade down the color of a jean instead of using chemicals like bleach or hypochlorite. In 2011, they unveiled eflow technology that uses air (nanobubbles) instead of water to dye jeans and give them properties like softness and wrinkle repelling. The company is also expanding, working on the technology for knits, wool, cottons and blends.

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