

FASHION

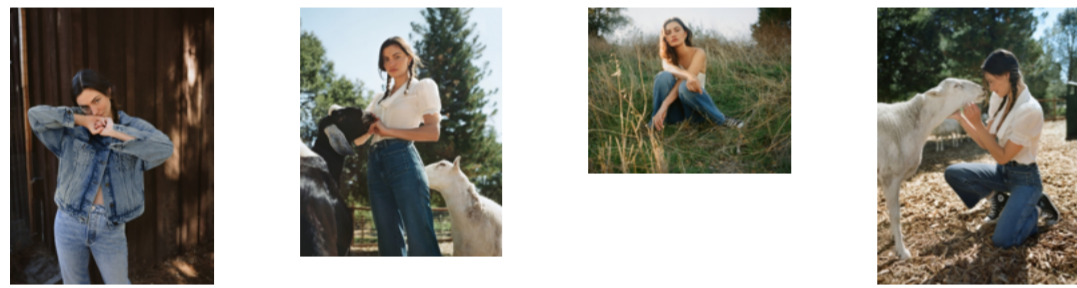
REFORMATION X FIBRETRACE

Published: March 17, 2021 | Written By: Roxy Lola



Reformation and FibreTrace are committed to using fashion as a force for good. Music to our ears. Australian transparency technology start up, FibreTrace helps brands trace and authenticate their global textile supply chain from the raw fibre source. Their first global partnership is with Reformation, and it's making history. A capsule collection of six denim pieces is the first fully traceable pair of jeans to market in America. Boom. The capsule features carbon positive Good Earth Cotton from Australia and Phoebe Tonkin wears it all oh so fabulously for the campaign. "We're so energized by our new collection that leverages FibreTrace's technology for the first fully traceable pair of jeans in the U.S," says Kathleen Talbot, Chief Sustainability Officer at Reformation. "Traceability has always been a priority at Reformation because it's essential to maintaining rigorous fiber and production standards. With our new collection, we can extend this powerful visibility to our customers for the first time, with denim that they can trace all the way back to the climate positive cotton farm." We do like full transparency, we love FibreTrace and as the motto goes, look good, do good.

www.thereformation.com / <https://www.fibretrace.io>



TOP STORIES



WELCOME TO OUR HAPPY PLACE



TOP TEN: THE 2021 GRAMMYS

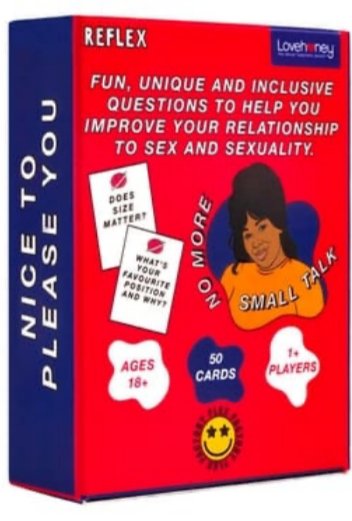


LOUIS VUITTON: AW21



NOBODY DENIM X REBORN BY HOMIE

MORE FROM 10



FLEX MAMI: REFLEX SEX



REFORMATION X FIBRETRACE



THE ULTIMATE AW21 NAIL ART



GIORGIO ARMANI X SCUDERIA FERRARI



TOP TEN: THE 2021 GRAMMYS



MCQUEEN IS DONATING FABRIC TO STUDENTS IN THE UK

SUBSCRIBE

-
-

TOPICS

- FASHION
- COLLECTIONS
- CULTURE
- BEAUTY
- 10TV
- 10TASTIC

INFO

- CONTACT US
- ABOUT US
- TERMS & CONDITIONS
- PRIVACY POLICY

10

JOIN OUR MAILING LIST

