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NOBODY DENIM COLLABORATES WITH FIBRETRACE

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An Australian sustainable extravaganza. Australian denim company Nobody Denim have collaborated with Fibretrace, a transparency technology start up, to produce a collection of ten classic denim pieces made from cotton sourced from the worlds first carbon positive cotton farm in Australia. The collection's supply chain story will be completely traceable from seed to store, with consumers able to scan the Nobody Denim swing tickets and see the journey of their chosen piece of denim. We love this concept. The collection has been created with Good Earth Cotton, a certified carbon positive cotton that uses the least amount of water per bale and produces some of the purest cotton in the world. It just keeps getting better. "In a market where consumers are growing weary of false environmental claims and buzzwords, the Fibretrace collaboration with Nobody Denim reveals a refreshing change of pace," said Danielle Statham, founder of Fibretrace and Good Earth Cotton. "A willingness to backup sustainability ethos with real data and irrefutable facts shows a sense of unrivalled honesty and responsibility that marks the beginning of the next step in the fashion industry's evolution". As we always say here at Ten Towers: look good, do good. The collection is available today.

by Roxy Lola

nobodydenim.com

