

FASHION / FEATURE

## Nobody Denim X FibreTrace is the most sustainable collaboration yet



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Ever wondered exactly where the threads of your jeans have come from? Now you can know.

In a new, transparent move, one of *RUSSH*'s favourite [denim](#) brands Nobody Denim has partnered with [FibreTrace](#) - a textile technology that allows both brands and consumer to trace the entire production cycle of their garments - to produce a capsule collection of completely traceable denim garments that are made from cotton sourced from the world's first carbon-positive cotton farm in Australia.

With sustainability front-of-mind for the Melbourne-based denim brand, Nobody is now bringing proof of their manufacturing direct-to-consumer with a technology that could make greenwashing much harder to pull off. The collection du jour will reportedly feature five denim pieces that celebrate Nobody Denim's signature design roots with the ability to share a completely traceable supply chain story - from seed to store and onto your person. Each piece is a classic nod to forever denim. A jacket, pair of jeans, or pair of shorts to be worn over and over again, getting better every time, with a wash that can endure countless trends and now, a footprint that won't weigh on your conscience.

The beauty of FibreTrace lies in its plight for transparency. Consumers will be able to see, via a scan of a QR code, where the cotton was sourced from (and its environmental impact), where it was manufactured and by who. In the case of its collaboration with Nobody Denim, the collection tells the story of Good Earth Cotton - a certified carbon positive cotton which champions the brand's firm sustainability requirements, the cotton itself is a carbon positive cotton crop and some of the purest cotton in the world, grown in Moree, NSW Australia.

“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. A willingness to back up 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” Danielle Statham, Founder of FIBRETRACE and Good Earth Cotton explains.

The new collaboration can be purchased online at Nobodydenim.com from October 30.