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You can now trace Nobody Denim garments

4 September 2020

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Nobody Denim has partnered with Australian transparency technology start-up FibreTrace to produce a capsule collection of completely traceable garments.

The denim garments are made from cotton sourced from the world's first carbon positive cotton farm in Australia.

Nobody Denim clothing is made and manufactured in Melbourne, with a commitment to creating a sustainable business model through a shortened supply chain.

The collection will feature five iconic denim pieces with the addition of sharing a completely traceable supply chain story - from seed to store.

Consumers will be able to scan the Nobody Denim swing tickets and follow the journey of the garment, have complete transparency into the supply chain and learn about how Australia has led the way in carbon positive cotton farming.

The collection comes full circle through the use of Good Earth Cotton - a certified carbon positive cotton - meaning customers are equipped with sustainable cotton and manufacturing processes. Both verifiable through real-time data.

Nobody Denim founder John Condilis said the brand is committed to sustainability long term.

"Nobody Denim has a long standing history of ensuring we put care into the way we do business, we are proud to keep our manufacturing in Australia, and to take this next step in accelerating transparency and sustainability of business."

The science behind this innovative collection is FibreTrace's patented technology.

It embeds natural luminescent pigment into a fibre's structure, which then at specific concentration levels blends seamlessly into any natural, man made or synthetic fibre.

The company claims to deliver end-to-end traceability and real-time results and data, housed on a platform that can be accessed easily via a secure online portal.

The collection launches October 19 at all Nobody Denim stores and online.



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