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HOME DENIM BRANDS

7 FOR ALL MANKIND ENHANCES JEANS WITH TRACEABLE TECHNOLOGY

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7 FOR ALL MANKIND COURTESY

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7 For All Mankind (<https://sourcingjournal.com/tag/7-for-all-mankind/>) is redefining what it means to be in the business of premium denim.

The Los Angeles-based company is the latest jeans brand to enhance part of its collection with **FibreTrace** (<https://sourcingjournal.com/topics/raw-materials/fibretrace-european-patent-photon-marker-tracing-system-295380/>), a technology that enables consumers to track a garment's entire lifecycle by embedding traceable, scannable and indestructible pigments directly into the fabric of jeans. Each audit—from the cotton farm, to production, to the finishing stages—is securely recorded on the virtual blockchain.

7 For All Mankind applied the technology to a Fall/Winter 2021 capsule collection of men's and women's jeans. The collection includes the women's Peggi, a new high-rise tapered fit jean that is woven with a subtle stretch for all-day comfort. The straight denim style has a brushed finish, contrast threading and sustainable nickel hardware. The Slim Illusion Skinny is also a feature in the collection, boasting a figure-flattering sculpted fit and medium blue wash with light whiskering. Men's styles include the Paxtyn

Squiggle, a skinny jean with a cool blue wash, and the Stacked Skinny, the brand's skinniest silhouette for men, as well as a classic straight fit.

The jeans retail for \$198-\$218—comparable to other new styles by the brand—and are available now.

7 For All Mankind is promoting the initiative to consumers via their website and email communication for the first collection, and there will be [FibreTrace](https://sourcingjournal.com/tag/fibretrace/) (<https://sourcingjournal.com/tag/fibretrace/>) demonstrations within flagship stores in New York City, Los Angeles and Newport Beach.

[Traceability](https://sourcingjournal.com/tag/traceability/) (<https://sourcingjournal.com/tag/traceability/>) is part of the company's [Sustainable For All Mankind](https://sourcingjournal.com/denim/denim-brands/7-for-all-mankind-sustainability-goals-better-cotton-initiative-209608/) (<https://sourcingjournal.com/denim/denim-brands/7-for-all-mankind-sustainability-goals-better-cotton-initiative-209608/>) platform, a strategy the brand has put forth to achieve measurable sustainability goals across its production. By 2023, the brand aims for 80 percent of its product to have sustainable properties.



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Sylvia Gonzales, 7 For All Mankind director of fabric and trims, described FibreTrace as a “groundbreaking insight into the supply chain and manufacturing practices” that empowers both the brand and consumers to make more informed decisions.

In March, Los Angeles-based brand [Reformation](#)

[\(https://sourcingjournal.com/denim/denim-brands/reformation-fibretrace-traceability-blockchain-sustainability-good-earth-cotton-267906/\)](https://sourcingjournal.com/denim/denim-brands/reformation-fibretrace-traceability-blockchain-sustainability-good-earth-cotton-267906/) became the first company in the U.S. to adopt FibreTrace into its production line. As with 7 For All Mankind’s collection, the line used fabric made with Good Earth Cotton from the world’s first climate-positive farm. The Australian farm’s operations absorb more carbon than is released into the atmosphere, therefore facilitating a net reduction in carbon emissions.

FibreTrace has a mission to ensure every member of the textile supply chain can take direct accountability to reduce the environmental impact of the global industry. The company recently collaborated with Ecolife Yarns, Impetus and Good Earth Cotton to launch [E*Retrace yarns \(https://sourcingjournal.com/topics/raw-materials/eretrace-yarns-ecolife-fibretrace-recycled-traceable-good-earth-cotton-tencel-302099/\)](#), a collection of completely traceable, recycled and carbon positive yarns.

The company is also a part of the [Higg traceability program](#)

[\(https://sourcingjournal.com/topics/sustainability/higg-traceability-partner-program-supply-chain-sustainability-fibertrace-avery-dennison-303447/\)](https://sourcingjournal.com/topics/sustainability/higg-traceability-partner-program-supply-chain-sustainability-fibertrace-avery-dennison-303447/) designed to give consumer brands the ability to identify and share the supply chain provenance of billions of items with their upstream value-chain partners, and highlight and disclose sustainability information on their own and other e-commerce platforms to the public and other stakeholders.

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