Cotton Inc. celebrates ten years of sustainability with big name collabs and pop-up

By Kate Dingwall  -  16 November 2016

Cotton Inc. is celebrating ten years of their Blue Jeans Go Green sustainability initiative with a pop-up experience and several collaborations. The pop-up, which will include an art and style gallery, will take place in SoHo, New York City.

Blue Jeans Go Green - Courtesy Cotton Inc.

Cotton Inc. has tapped several New York artists to create custom denim-focused artwork for the anniversary. Illustrator Curtis Kulig (who has worked with DKNY in the past) and multi-media artist Baron Von Fancy (who has worked with Juicy Couture, Vans, Urban Outfitters, Uber, Elizabeth Arden, and Patagonia, among others), have been chosen for this collaboration.

Cotton Incorporated launched their Blue Jeans Go Green denim recycling program ten years ago. The program collects denim from consumers and upcycles it into UltraTouch Denim Insulation, a type of housing insulation that they then donate to Habitat for Humanity to use in home building for low-income recipients. They currently partner with Saks Off Fifth, Guess, J. Crew, Madewell, and Gap to provide discounts to consumers who bring in denim for the program. This pop-up experience will also act as a call-to-action for consumers to bring in their used denim.

Cotton Incorporated is a trade organization run by the cotton producers of the United States.

Thanks to this program, Blue Jeans Go Green has diverted over 1 million pairs of denim from landfills.

The initiative will be open to the public on November 18th and 19th. The pop-up is located at 170 Mercer Street in SoHo, New York City.

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