



**RENZO ROSSO**  
FOUNDER, DIESEL  
PRESIDENT, OTB GROUP

- 1** I think that **Diesel's** Jogg Jeans were definitely a milestone innovation in denim globally. It really represents a new generation of denim, a revolution led by us. The beauty of denim from the outside and a sweat-fabric feel from the inside. Jogg Jeans became a new hybrid product category at Diesel, combining two staples of casual wear: denim and jersey.
- 2** The future of denim is sustainable. We are implementing a series of initiatives to make the denim industry more responsible. The biggest challenge is to collaborate and share a sustainable approach and education with the entire supply chain, and in this way, become beneficial for the whole collectivity. The offer of more responsible products continues to grow in our collections, with more items created using innovative techniques that significantly reduce the use of water and chemicals during the production process.
- 3** Denim never stopped being a hot seller. It always stood for strong values like comfort, freedom and status quo. Denim is an incredible fabric. It's difficult to find a garment that is as widely embraced, as worn and as loved the world over, and throughout decades, as jeans.



**OMER AHMED**  
OWNER, CEO  
**MURTAZA AHMED**  
OWNER, MANAGING DIRECTOR,  
ARTISTIC MILLINERS

- 1** Transformation of production algorithms; going from linear to circular with a holistic approach to resource-saving, zero-waste, closed-loop production systems designed with sustainable raw materials. Here, we are proud to have designed the world's first gold certified Cradle to Cradle denim fabric in 2017.

The introduction of ultra-stretch fabric technologies made possible by new fiber blends to offer a good shape retention.

In terms of both fabric and garment technologies, the reduction of water and energy consumption as well as the laser process and nebulization systems. **Levi's** Project F.X.L is an innovative milestone that heralds a new era for the digitization of denim finish design, enabling a responsive and sustainable supply chain.



**PANOS SOFIANOS**  
DENIM ADVISOR,  
MUNICH FABRIC START

- 1** There have been a lot of new discoveries, primarily around sustainability and circularity. There are new spinning methods for better denim quality and performance yarns for denim. The recycling fabrics process on post-production and post-consumer wastage is reducing raw material needs. There are also new stretch fibers, which improve and shape the female body, as well as comfort wear for men. Laser techniques and software enable sustainable treatments on jeans and low impact washing systems using ozone. New fiber blends, e.g., man-made cellulose, recycled cotton and biodegradable polymers, offer better values for denim and for the environment. Revolutionary dyeing systems reduce water and chemicals, using foam instead of ordinary dipping. Non-hazardous chemicals replace chlorine and/or potassium permanganate bleaching treatments. Virtual CAD systems avoid the high cost of garment sample developments. And new blockchains guarantee production transparency in the supply chain.
- 2** More value for price and ethical products. Automatization and software systems balance the "made in somewhere" trend. In other words: a back-to-base product will be a possible option. The post-Covid era will find us in a new world with less traveling and more local activity. This will foster more functional duty fabrics to enhance the longevity of jeans as "the old good times in the west" with a modern outlook.
- 3** Denim must be smart, useful and less polluting. It has to be designed to fit tomorrow's uniform for work, travel and sport.

- 2** 2020 has changed all the dynamics in the fashion industry, from consumer behavior to sourcing strategies. We will see a soar in digital adaptation and more use of virtual design technologies, which will help customize the product in the most sustainable way. Sourcing strategies will offer more flexible and agile solutions, and promote 360° sustainability – from farm to fashion. Aligning corporate strategies with the UN 2030 Agenda and working with the SDG (Sustainable Development Goals) Framework will help companies to identify areas of social and environmental improvement.

Consumers continue to champion fairness and social justice, so business leaders must take meaningful action to promote worker wellbeing, gender equity and diversity. Biomimicry will start to play a huge role for innovation and material health.

- 3** A holistic approach to manufacturing systems and raw materials will play a big role, but strengthening the direct relationship with consumers (DTC) will be more important. Deepening this relationship will give them a new way to shop and make them part of the innovation process to fix the "design" for good.