JEANERICA, JEANS&Cº®

* CONSERVATION™ DENIM

CONVENTIONAL DENIM PRODUCTION IS HISTORICALLY DIRTY AND RESOURCE-HEAVY, USING A GREAT DEAL OF WATER AND HARMFUL CHEMICALS. WE REJECT THIS.

THE MAJORITY OF ALL NEW DENIM STYLES WE INTRODUCE ARE PART OF OUR CONSERVATION™ DENIM PROGRAM, AND ARE MARKED (*) WHERE THEY APPEAR. THE PROGRAM SETS OUT THE FOLLOWING REQUIREMENTS:

- 1. NO STONES USED, ONLY ENVIRONMENTALLY SAFE ENZYMES.
- 2. NO MANUAL SCRAPINGS USING CHEMICALS TO ACHIEVE FADES OR EFFECTS, ONLY LASERS.
- 3. NO CHEMICAL BLEACHING AGENTS, ONLY PROPRIETARY ORGANIC ONES.

THIS RESULTS IN A 70% REDUCTION IN WATER CONSUMPTION USED COMPARED TO NORMAL WASHING, AND HAS EARNED EACH OF THE RESULTING STYLES A 'LOW IMPACT' CERTIFICATION FROM JEANOLOGICA'S INTERNATIONALLY RECOGNIZED ENVIRONMENTAL IMPACT MEASUREMENT (EIM) SYSTEM.



01. AYA JACKET, HERVÉ STRIPE, ROMA JEANS







04. NAIM JACKET, ARC SWEATSHIRT



05. RUE JACKET, JM JACKET, VEGA JEANS





06.AYA JACKET, AGNES SHIRT, EIFFEL LOW JEANS 07. HERVÉ STRIPE, EIFFEL LOW JEANS





08. CELESTE SWEAT, VEGA JEANS 09. JM JACKET, NIAGARA JEANS



10. AGNES SHIRT, NIAGARA JEANS







13. CHET JACKET, TOUR SWEAT, EIFFEL STRIPE JEANS



14. RUI JACKET, BERTRAND SHIRT, VEGA JEANS



15.ZOE T-SHIRT, ROMA JEANS



16. LEILA JACKET, TOUR SWEAT, NIAGARA JEANS



17. CHET JACKET, TAPERED JEANS



18. ELIE JACKET

PHOTOGRAPHER PETER FARAGO STYLING INGELA KLEMBTZ FARAGO MAKE-UP KAJSA SVANĐERG HAIR JESPER HALLIN MODELS ALMA S SEQUOYAH

