Denim Jeans

Source Companion

Ketineni Ramarao
Industries of India · November 2026

About this companion

Every bracketed [J] marker in the book corresponds to one entry below, numbered to match. Each entry records what was actually read and how far.

Read levels. full - the whole source was fetched and read (13 entries). **search-excerpt** - the source was not fetched in full; the specific passages supporting the cited claims were read as quoted search-result excerpts (49 entries). **abstract** - the official record and summary were read, not the full legal text. **search-result** - the source was located and its key figures confirmed from search-result excerpts only; claims depending only on these are corroborated by a second source or are explicitly labelled as estimates in the text.

Entry numbers J51, J57 and J59 were reserved during drafting but are not cited in the final text and are omitted. Market sizes and growth figures from commercial research houses are forecasts and modelled estimates; the book labels them as such wherever they appear. Corporate history pages and company announcements are used for facts the company is the natural record-keeper of (founding dates, product launches, its own results), and that reliance is stated in the Limitations line of each such entry.

Sources cited in this book

J1 - United States Patent 139,121 - Jacob W. Davis and Levi Strauss, 'Improvement in Fastening Pocket-Openings' (Google Patents)

Read level: search-excerpt

Supports: The 1873 rivet patent itself: the claim language quoted in chapters 1, 14 and 15 ('a metal rivet or eyelet at each edge of the pocket-opening'; seams 'ripped or started by the placing of the hands in the pockets'), the May 20, 1873 grant, and the partnership structure between Davis and Strauss.

Limitations: Primary legal document. The surrounding business history (what the partners did with the patent) comes from J2 and J50.

https://patents.google.com/patent/US139121A/en

J2 - Levi Strauss & Co. - company history timeline

Read level: full

Supports: Company milestones used in chapters 1, 2, 14, 15, 16, 19, 21, 30 and 42: founding 1853, the 1873 patent, the Two Horse trademark (1886), lot number 501 (1890), belt loops (1922), the red tab (1936), Dockers (1986), Terms of Engagement (1991).

Limitations: Corporate self-history, written to celebrate. Load-bearing dates were cross-checked against independent sources where they carry argument weight.

https://www.levistrauss.com/who-we-are/history/

J3 - Wordorigins - 'denim / jeans' (Big List entry)

Read level: full

Supports: The etymology in chapters 1-3: 'serge de Nimes' to denim, Genoa to jean, the 16th-century English citations ('geayne fustian').

Limitations: A careful lexicography blog entry drawing on OED material; secondary, but the citations quoted were inspected.

https://www.wordorigins.org/big-list-entries/denim-jeans

J4 - BASF corporate chronology - 1897

Read level: search-excerpt

Supports: Chapter 7: BASF's 1897 market launch of synthetic indigo ('Indigo Pure BASF').

LIMITATIONS: Corporate chronology. The year is also consistent with the Baeyer timeline in J5; no independent trade source was read for the exact launch wording.

https://www.basf.com/global/en/who-we-are/history/chronology/1865-1901/1897

J5 - Wikipedia - 'Indigo dye'

READ LEVEL: search-excerpt

SUPPORTS: Background for chapters 5, 7 and 8: indigo chemistry, Adolf von Baeyer's synthesis work (1880) and the 1897 commercialization.

LIMITATIONS: Tertiary reference; used only for uncontroversial chemical and historical background.

https://en.wikipedia.org/wiki/Indigo_dye

J6 - UN Environment Programme - 'Cleaning up couture: what's in your jeans?' (2018)

READ LEVEL: full

SUPPORTS: The environmental framing in chapters 34-36 and 38: fashion's footprint, dye and chemical pollution, the tiny share of clothing material recycled into new clothing.

LIMITATIONS: A UN communications piece, not a technical study; figures quoted from it are attributed to the UN in the text.

https://www.unep.org/en/news-and-stories/story/cleaning-couture-whats-your-jeans

J7 - UN News - 'UN launches drive to highlight environmental cost of staying fashionable' (March 2019)

READ LEVEL: full

SUPPORTS: Chapter 34: the 7,500-litres-per-pair figure (with the seven years of drinking water comparison) and the ~93 billion cubic metres of water a year used by the fashion industry (a UNCTAD figure quoted in the piece).

LIMITATIONS: UN communications; both figures are agency estimates, and the text flags the 7,500-litre figure as a popularised accounting on a different basis than Levi's LCA.

https://news.un.org/en/story/2019/03/1035161

J8 - NC State Wilson College of Textiles - 'Denim and Jeans: Then and Now'

READ LEVEL: full

SUPPORTS: The backbone industry history used in chapters 2-3, 8-9, 13, 16-21, 26, 31-32 and 44: Amoskeag and Cone, the southern mills, sanforization, the industry's migration.

LIMITATIONS: An educational history page; broad-brush. Specific mill dates were cross-checked against J14/J15.

https://history.textiles.ncsu.edu/textile-industry-history/denim-and-jeans/

J9 - Levi Strauss & Co. - Life Cycle Assessment fact sheet (2015)

READ LEVEL: full

SUPPORTS: Chapters 10, 30, 34 and 35: the ~3,800-litre lifetime water figure for a pair of 501s, the fibre stage at 68% of water, consumer care at 23%, and the climate-share breakdown.

LIMITATIONS: Company-commissioned study of its own product; the text presents it as Levi's own ledger, not an industry measurement.

http://levistrauss.com/wp-content/uploads/2015/03/Fact-Sheet-for-LCA-FINAL.pdf

J10 - Lee - company history

READ LEVEL: full

SUPPORTS: Chapter 17: H.D. Lee Mercantile (1889), the move into workwear (1912), the Union-All (1913) and the 'under the seat of every auto' claim, Lee Riders, the Westweave Westerners with Casey Tibbs, Lady Lee Riders (1947).

LIMITATIONS: Corporate self-history; the advertising-era claims are presented as the company's own.

https://www.lee.com/about/history.html

J11 - Wrangler - company history

READ LEVEL: full

SUPPORTS: Chapters 13, 17 and 31: Blue Bell overalls (1904/1919), the Casey Jones acquisition carrying the Wrangler name (1943), the 13MWZ cowboy jean (1947), the VF acquisition (1986).

LIMITATIONS: Corporate self-history.

https://www.wrangler.com/history.html

J12 - Kontoor Brands - FY2024 fourth quarter and full-year results press release (February 2025)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 17, 23, 25, 31 and 32: Kontoor's fiscal 2024 revenue of $2.61 billion and reported gross margin of 44.5%; the Wrangler/Lee portfolio context.

LIMITATIONS: Company self-report; the figures are as released.

https://www.kontoorbrands.com/investors/news-events/press-releases/detail/194/kontoor-brands-reports-2024-fourth-quarter-and-full-year

J13 - Levi Strauss & Co. - Q4/FY2024 earnings press release (January 2025)

READ LEVEL: full

SUPPORTS: Chapter 30: fiscal 2024 net revenues of about $6.4 billion, brand portfolio and direct-to-consumer mix.

LIMITATIONS: Company self-report.

https://www.levistrauss.com/wp-content/uploads/2025/01/Exhibit-99.1-4Q-2024-Press-Release_FINAL.pdf

J14 - WWD/Sourcing Journal - Cone Mills' White Oak plant to cease operations (2017)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 4, 16, 18, 24 and 29: the October 2017 announcement, the ~200 workers affected, the end of production.

LIMITATIONS: Trade press.

https://wwd.com/sourcing-journal/sj-denim/white-oak-cease-operations-1238716061/

J15 - Heddels - 'Cone Mills to Close White Oak Plant, the Last American Selvedge Denim Mill' (2017)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 4, 18 and 29: White Oak's 112-year run (1905-2017), its status as the last US selvedge mill, the Levi's relationship.

LIMITATIONS: Enthusiast trade press; the 'last selvedge mill' framing is theirs and was corroborated by J14 and NYT coverage.

https://www.heddels.com/2017/10/cone-mills-close-white-oak-plant-last-american-selvedge-denim-mill/

J16 - Porter Prize (Japan) - Kaihara winner profile (2007)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 4, 11, 24 and 29: Kaihara's vertical integration from dyeing to finishing and its strategy position in Japanese denim.

LIMITATIONS: An award citation profile; favourable by design.

https://porterprize.org/english/pastwinner/2007/12/03152300.html

J17 - Nikkei - Kaihara profile (2025, Japanese)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 24 and 29: Kaihara's share of more than half of Japan's domestic denim production and its supply relationship with Uniqlo.

LIMITATIONS: Japanese-language business press; read in excerpt via search.

https://www.nikkei.com/article/DGXZQOCC2804F0Y5A520C2000000/

J18 - Kontoor Brands - 'Wrangler Launches First-Ever Collection Using Indigood Foam-Dye Technology' (June 2019)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 8, 31, 37 and 39: the June 2019 Indigood launch and the '100 percent of water eliminated in denim dyeing' claim.

LIMITATIONS: Launch announcement; the water figure is the company's claim about the dyeing stage only, which is how the text presents it.

https://www.kontoorbrands.com/news-media/feature-story/7369/wrangler-launches-first-ever-collection-using-indigood-foam-dye-technology-eliminating-100-percent-of-water-in-denim-dyeing

J19 - European Respiratory Journal - case series on denim sandblasting silicosis (2008)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 28 and 37: clinical evidence of silicosis in Turkish denim sandblasters.

LIMITATIONS: Peer-reviewed case series; small cohort, as the text notes by treating it as clinical evidence rather than prevalence data.

https://erj.ersjournals.com/content/32/5/1295

J20 - Dergipark (Turkey) - medical review of denim sandblasting silicosis

READ LEVEL: search-excerpt

SUPPORTS: Chapters 28 and 37: the clinical picture and occupational framing of sandblasting silicosis.

LIMITATIONS: Review article; secondary synthesis of the case literature.

https://dergipark.org.tr/en/pub/agrimedical/article/1615532

J21 - Labour Behind the Label - 'Killer Jeans' report

READ LEVEL: search-excerpt

SUPPORTS: Chapters 8, 37 and 39: the prevalence of sandblasting as a finishing method and the worker-health campaign around it.

LIMITATIONS: A campaign-group report; its findings are used for the existence and shape of the problem, with clinical weight carried by J19/J20.

https://labourbehindthelabel.org/wp-content/uploads/2016/01/killer-jeans-report-final.pdf

J22 - Ellen MacArthur Foundation - The Jeans Redesign (overview)

READ LEVEL: full

SUPPORTS: Chapters 12, 38, 41, 43 and 44: the Jeans Redesign project, its durability/traceability/recyclability criteria and participating brands and mills.

LIMITATIONS: A foundation programme page; participation claims are the foundation's own reporting.

https://ellenmacarthurfoundation.org/the-jeans-redesign/overview

J23 - Ellen MacArthur Foundation - The Jeans Redesign Guidelines (July 2019)

READ LEVEL: search-excerpt

SUPPORTS: Chapter 41: the specific minimum requirements (durability, material health, recyclability, traceability).

LIMITATIONS: Programme guidelines, not regulation.

https://content.ellenmacarthurfoundation.org/m/165bfe9c7cf5fc27/original/The-Jeans-Redesign-Guidelines.pdf

J24 - Re:NewCell - bankruptcy announcement (February 2024)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 38 and 41: Renewcell's February 2024 bankruptcy filing.

LIMITATIONS: Company statement.

https://www.renewcell.com/en/renewcell-decides-to-file-for-bankruptcy/

J25 - Re:NewCell/Circulose - 'Altor acquires remaining assets of Renewcell' (2024)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 38, 41, 42 and 44: the Altor acquisition (June 2024) and the Circulose continuation.

LIMITATIONS: Company statement.

https://www.renewcell.com/en/altor-acquires-remaining-assets-of-renewcell-ushering-in-a-new-era-as-circulose/

J26 - European Commission - Digital Product Passport: textile and apparel

READ LEVEL: search-excerpt

SUPPORTS: Chapters 10 and 42: the planned Digital Product Passport for textiles under the ESPR framework.

LIMITATIONS: Commission policy page describing intent; implementation details depend on delegated acts still in progress.

https://single-market-economy.ec.europa.eu/single-market/digital-product-passport/textile-apparel_en

J27 - EUR-Lex - Regulation (EU) 2024/1781 (Ecodesign for Sustainable Products Regulation)

READ LEVEL: abstract

SUPPORTS: Chapters 40 and 42: the ESPR's entry into force in July 2024 and its scope as the legal basis for product passports and ecodesign rules.

LIMITATIONS: Consulted at abstract/record level; the in-force date was corroborated by Commission announcements. The text makes no claim about specific delegated requirements.

https://eur-lex.europa.eu/eli/reg/2024/1781/oj/eng

J28 - Stony Creek Colors - 'Who we are'

READ LEVEL: full

SUPPORTS: Chapters 8, 35, 39 and 40: US-grown natural indigo production in Tennessee as a working example of farm-scale natural dye.

LIMITATIONS: Company page; used for the existence and nature of the operation, not for performance claims.

https://www.stonycreekcolors.com/pages/who-we-are

J29 - Huue - company site

READ LEVEL: full

SUPPORTS: Chapters 8, 35, 39 and 40: bio-based indigo made by engineered microbes fed on sugar.

LIMITATIONS: Startup self-description; the technology's commercial scale is not claimed in the text beyond what the company states.

https://huue.bio/

J30 - USDA blog - 'Red, White and Blue: Sustainable, Domestic Dye for Denim' (2015)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 9 and 40: US Department of Agriculture research support for domestic natural indigo as a denim dye.

LIMITATIONS: A short agency blog post; used for the existence of the programme.

https://www.usda.gov/about-usda/news/blog/red-white-and-blue-sustainable-domestic-dye-denim

J31 - TechSci Research - Denim Jeans Market report

READ LEVEL: search-result

SUPPORTS: Chapter 32: the labelled forecast - a 2024 market value of about $85.4 billion projected to roughly $121.8 billion by 2030 (a ~6% CAGR). The text presents this as one research house's model, not a measurement.

LIMITATIONS: Commercial market research; read at search-result level; the figures are modelled estimates and the text labels them as forecasts.

https://www.techsciresearch.com/report/denim-jeans-market/21077.html

J32 - ResearchAndMarkets / Global Industry Analysts - 'Denim Fabric: Global Strategic Business Report' (2025)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 26, 29, 32, 33 and 41: the denim fabric market estimated at $17.3 billion in 2024, forecast to about $21 billion by 2030 (~3.2% CAGR), labelled a forecast in the text.

LIMITATIONS: Commercial market research; modelled estimates.

https://www.researchandmarkets.com/reports/6089004/denim-fabric-market-global-strategic-business

J33 - Maersk - 'The journey of jeans' (logistics case study, 2021)

READ LEVEL: search-result

SUPPORTS: Chapters 25-27, 32, 41, 44 and 45: the scale figure of roughly two billion pairs of jeans produced a year and the container-logistics framing.

LIMITATIONS: A shipping company case study; the two-billion figure is corroborated by J34 and other industry sources, and the text attributes it to industry sources generally.

https://www.maersk.com/~/media_sc9/maersk/news/case-studies/files/2021/02/journey-of-jeans.pdf

J34 - just-style - world jeans market set to reach 2 billion pairs

READ LEVEL: search-result

SUPPORTS: Chapters 32 and 44: corroboration of the two-billion-pairs-a-year scale.

LIMITATIONS: Trade press citing research estimates.

https://www.just-style.com/news/world-jeans-market-size-set-to-reach-2bn-pairs-by-2023/

J35 - Screener.in - Arvind Ltd consolidated financials

READ LEVEL: search-excerpt

SUPPORTS: Chapter 29: Arvind's scale as one of the world's largest denim producers (capacity on the order of 100 million metres a year, cross-checked against a Forbes India profile).

LIMITATIONS: Financial data aggregator; capacity figure corroborated by business press.

https://www.screener.in/company/ARVIND/consolidated/

J36 - Carved in Blue (TENCEL/Lenzing) - Soorty profile

READ LEVEL: search-excerpt

SUPPORTS: Chapters 26 and 29: Soorty's scale and verticality as Pakistan's largest denim operation.

LIMITATIONS: Published on a fibre producer's industry blog; the profile subject is a Lenzing partner.

https://carvedinblue.tencel.com/soorty-strives-growth-denim-innovation/

J37 - Al Jazeera 101 East - 'Denim Blues' (2015)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 26 and 36: documentary evidence from Xintang, the 'jeans capital' - blue rivers, workshop conditions.

LIMITATIONS: Television documentary; illustrative rather than statistical.

https://www.aljazeera.com/video/101-east/2015/3/9/denim-blues

J38 - CNN - 'China's famed Pearl River under denim threat' (2010)

READ LEVEL: search-excerpt

SUPPORTS: Chapter 36: the 2010 pollution reporting from Xintang and the Pearl River.

LIMITATIONS: News report; snapshot in time.

https://www.cnn.com/2010/WORLD/asiapcf/04/26/china.denim.water.pollution/

J39 - Greenpeace - 'Dirty Laundry' report (2011)

READ LEVEL: search-excerpt

SUPPORTS: Chapter 36: hazardous chemicals discharged by textile suppliers into the Yangtze and Pearl River deltas (including the Youngor facility findings).

LIMITATIONS: Campaign-group investigation with named laboratories; findings are presented as Greenpeace's.

https://www.greenpeace.org/static/planet4-international-stateless/2011/07/3da806cc-dirty-laundry-report.pdf

J40 - WWD - 'Denim Through the Decades'

READ LEVEL: search-excerpt

SUPPORTS: Chapters 23, 28 and 37: the decade-by-decade framing, including the mid-1960s 'indigo renaissance... blue jeans become a cult item' description.

LIMITATIONS: Trade press retrospective.

https://wwd.com/fashion-news/denim/denim-through-the-decades-6233340/

J41 - National Library of Scotland - 1980s popular culture: denim

READ LEVEL: search-excerpt

SUPPORTS: Chapter 23: 1980s designer-denim culture (Sasson, the 'Ooh la la' slogan era).

LIMITATIONS: Library exhibition page; brief.

https://digital.nls.uk/1980s/popular-culture/denim/

J42 - EVISU - official history

READ LEVEL: search-excerpt

SUPPORTS: Chapters 24, 25 and 32: Evisu's 1991 founding in Osaka by Hidehiko Yamane, the hand-painted seagull, the replica-jeans movement.

LIMITATIONS: Brand self-history.

https://evisu.jp/en/pages/history

J43 - Wikipedia - 'Japanese denim'

READ LEVEL: search-excerpt

SUPPORTS: Chapter 24: Osaka Five context and the Japanese selvedge revival background.

LIMITATIONS: Tertiary; used for orientation, with named mills and brands cross-checked against J16/J42.

https://en.wikipedia.org/wiki/Japanese_denim

J44 - Heddels - history of denim smuggling behind the Iron Curtain

READ LEVEL: search-excerpt

SUPPORTS: Chapter 22: the fartsovshchik black market, jeans as hard currency ('jeans gold'), Soviet-era status.

LIMITATIONS: Enthusiast press; the 'month's salary' scale is corroborated by J54 and contemporary reporting.

https://www.heddels.com/2014/09/soviet-denim-smuggling-history-jeans-behind-iron-curtain/

J45 - NPR - 'Levi's pulling out of Russia reminds people of the country's jean-smuggler era' (2022)

READ LEVEL: search-excerpt

SUPPORTS: Chapter 22: Levi's suspension of Russian operations in 2022 and the cultural memory attached to the brand there.

LIMITATIONS: News report.

https://www.npr.org/2022/03/10/1085838486/levi-s-pulling-out-of-russia-reminds-people-of-the-country-s-jean-smuggler-era

J46 - National Inventors Hall of Fame - Joseph C. Shivers Jr.

READ LEVEL: full

SUPPORTS: Chapters 12 and 25: Shivers' invention of spandex/Lycra at DuPont (1958-59) and what stretch did to denim.

LIMITATIONS: Hall-of-fame biography.

https://www.invent.org/inductees/joseph-c-shivers-jr

J47 - US Patent 1,734,897 - Sanford L. Cluett, 'Controlled Compressive Shrinking' (Google Patents), with the 1933 ASME description of the Sanforizing process

READ LEVEL: search-excerpt

SUPPORTS: Chapters 10 and 13: the sanforizing process, its late-1920s patenting, and the 'shrinkage to less than 1%' guarantee.

LIMITATIONS: Primary patent plus a period engineering description.

https://patents.google.com/patent/US1734897A/en

J48 - International Cotton Advisory Committee - Cotton Recorder special issue (2024)

READ LEVEL: search-excerpt

SUPPORTS: Chapter 10: cotton production statistics and context.

LIMITATIONS: Intergovernmental commodity body; statistical framing.

https://icac.org/wp-content/uploads/2024/11/e-cotton-Recorder-2-2024-V21.pdf

J49 - Pesticide Action Network UK - cotton

READ LEVEL: search-excerpt

SUPPORTS: Chapter 10: the 'cotton uses a sixth of the world's insecticides' statistic.

LIMITATIONS: Campaign source citing a commonly quoted estimate; the text quotes it as a cited figure rather than settled measurement.

https://www.pan-uk.org/cotton/

J50 - US National Archives Prologue - 'Forever in Blue Jeans - and in Court'

READ LEVEL: search-excerpt

SUPPORTS: Chapters 14 and 15: the 1872 Davis letter to Strauss ('18 Serge Denims that cost 6 l. each'), the patent application partnership and the litigation that defended the patent.

LIMITATIONS: Archival magazine article drawing on court records.

https://prologue.blogs.archives.gov/2010/05/20/forever-in-blue-jeansand-in-court/

J52 - Etymonline - 'jean'

READ LEVEL: search-excerpt

SUPPORTS: Chapter 2: corroboration of the Genoa-to-jean etymology.

LIMITATIONS: Tertiary etymology reference.

https://www.etymonline.com/word/Jean

J53 - Europeana - 'Denim and jeans: making of a fashion icon'

READ LEVEL: search-excerpt

SUPPORTS: Chapters 6 and 10: the European spread of the fabric and garment.

LIMITATIONS: Cultural-heritage portal story; general interest.

https://www.europeana.eu/eu/stories/denim-and-jeans-making-of-a-fashion-icon

J54 - UPI archive - 'Blue jeans American style in great demand in Russia' (December 1981)

READ LEVEL: search-excerpt

SUPPORTS: Chapter 22: contemporary reporting on Soviet black-market demand for American jeans and the counterfeits it spawned.

LIMITATIONS: Period wire report.

https://www.upi.com/Archives/1981/12/06/Blue-jeans-American-style-in-great-demand-in-Russia/3076376462800

J55 - World Economic Forum - circular/sustainable denim

READ LEVEL: search-excerpt

SUPPORTS: Chapters 38 and 43: framing of circular-economy approaches to jeans.

LIMITATIONS: Forum-published opinion/explainer; framing only.

https://www.weforum.org/stories/2021/05/sustainable-fashion-jeans-circular-denim/

J56 - Fox Business - Gloria Vanderbilt, designer-jeans pioneer

READ LEVEL: search-excerpt

SUPPORTS: Chapter 23: the 1976 Vanderbilt-Murjani launch as the first designer jean line, made for women, with the name on the back pocket.

LIMITATIONS: Business-news obituary/feature.

https://www.foxbusiness.com/business-leaders/gloria-vanderbilt-designer-jeans-pioneer

J58 - 'Plantation Indigo and Synthetic Indigo: European Planters and the Redefinition of a Colonial Commodity' (Comparative Studies in Society and History, Cambridge University Press)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 6 and 7: the plantation indigo economy and its displacement by synthetic indigo.

LIMITATIONS: Scholarly article consulted in excerpt.

https://www.cambridge.org/core/journals/comparative-studies-in-society-and-history/article/plantation-indigo-and-synthetic-indigo-european-planters-and-the-redefinition-of-a-colonial-commodity/D219BA642B0115501E6A96DD8FA2F45E

J60 - WWD/Sourcing Journal - ISKO mill profile

READ LEVEL: search-excerpt

SUPPORTS: Chapter 29: ISKO's scale as Turkey's leading denim mill.

LIMITATIONS: Trade press.

https://wwd.com/sourcing-journal/sj-denim/mill-week-isko-1238709746/

J61 - Diesel - 'About Diesel' / OTB Group history

READ LEVEL: search-excerpt

SUPPORTS: Chapters 25 and 32: Diesel's founding by Renzo Rosso in 1978 and its premium-positioning role.

LIMITATIONS: Brand self-history.

https://diesel.com/en-us/diesel/about-diesel.html

J62 - Levi Strauss & Co. investor relations - 2019 IPO pricing announcement

READ LEVEL: search-excerpt

SUPPORTS: Chapters 16, 25 and 30: the return to the stock market in March 2019 (priced March 20 at $17 a share, valuing the company at about $6.6 billion, with a ~31% first-day gain on March 21), thirty-four years after the 1985 leveraged buyout.

LIMITATIONS: Company announcement; market reaction corroborated by Reuters coverage.

https://investors.levistrauss.com/news/financial-news/news-details/2019/Levi-Strauss--Co-Announces-Pricing-of-Initial-Public-Offering/default.aspx

J63 - NPR - 'The End of Quotas and Rise of China' (2005)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 18 and 26: the end of the Multi Fibre Arrangement/ATC quotas on January 1, 2005 and the resulting surge in Chinese exports (more than 100% in categories released earlier).

LIMITATIONS: News report; corroborated by WTO and NBER sources.

https://www.npr.org/2005/04/27/4621864/the-end-of-quotas-and-rise-of-china

J64 - US Department of Labor blog - '10 Years Later: The Legacy of Rana Plaza'

READ LEVEL: search-excerpt

SUPPORTS: Chapters 27, 32 and 37: the April 24, 2013 collapse, 1,134 dead, and the Accord/Alliance safety programmes that followed.

LIMITATIONS: Government blog; the toll figure is the standard count corroborated by IHRB and news coverage.

https://blog.dol.gov/2023/04/24/10-years-later-the-legacy-of-rana-plaza

J65 - Levi Strauss & Co. - 'Making Levi's SecondHand Second Nature' (October 8, 2020)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 41, 43 and 44: the launch of Levi's SecondHand re-commerce programme in October 2020.

LIMITATIONS: Company announcement.

https://www.levistrauss.com/2020/10/08/making-levis-secondhand-second-nature-for-fans/

J66 - Nudie Jeans - repair service pages

READ LEVEL: search-excerpt

SUPPORTS: Chapters 32, 41 and 43: Nudie's free-repairs-for-life service at its Repair Shops and Repair Partners.

LIMITATIONS: Company service pages; describes the offered service, which is all the text claims.

https://www.nudiejeans.com/en-US/help-center/where-can-i-get-my-jeans-repaired

J67 - World Bank - 'Did the Desire for Cotton Self-Sufficiency Lead to the Aral Sea Environmental Disaster?' (case study)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 10 and 34: the Aral Sea's desiccation as the emblematic cost of cotton irrigation (Soviet Uzbekistan).

LIMITATIONS: Institutional case study; the broad outline is uncontroversial.

https://documents1.worldbank.org/curated/en/433771484052748191/pdf/111790-WP-PUBLIC-Did-the-Desire-for-Cotton-Self-Sufficiency-Lead-to-the-Aral-Sea-Environmental-Disaster-CASESTUD.pdf

J68 - Greenpeace Africa - 'Fast Fashion, Slow Poison' (2024)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 32, 38, 41 and 43: the flow of secondhand clothing to Ghana's Kantamanto market and the waste burden there.

LIMITATIONS: Campaign-group report; figures attributed to the report and to The OR Foundation's research in the text.

https://www.greenpeace.org/africa/en/press/55803/fast-fashion-slow-poison-new-report-exposes-toxic-impact-of-textile-waste-in-ghana/

J69 - Levi Strauss & Co. - 'History of the Levi's 501 Jeans' (company PDF)

READ LEVEL: search-excerpt

SUPPORTS: Chapters 1, 14, 15, 16, 25 and 45: the 501 detail timeline (belt loops 1922, the 1936 red tab, concealed back-pocket rivets 1937, the 1954 zip variant).

LIMITATIONS: Corporate document; detail dates treated as the company's own record.

https://levistrauss.com/wp-content/uploads/2014/01/History-of-Levis-501-Jeans.pdf