

THE JOURNEY OF JEANS

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HOW THE DENIM SUPPLY CHAIN DELIVERS YOUR FAVORITE PIECE OF CLOTHING

1 Denim by the Numbers

Since the birth of "waist overalls" in 1873, denim jeans have grown into a huge global market.

\$60 Billion

worth of jeans are sold every year

15

minutes to make 1 pair of jeans

2.7 Billion

meters of denim are woven each year, enough to wrap around the Earth 67 times

500+

denim mills worldwide

2,500

pairs of jeans made daily per factory

1+ Billion

pairs of jeans sold each year globally

39%



NORTH AMERICA

20%



WESTERN EUROPE

10%



JAPAN & KOREA

31%



REST OF THE WORLD

2 Making Jeans: From A to Zipper

From cotton to customer, denim production brings people, machines, and materials together in a complex workflow.

01. COTTON HARVESTED

325 Pairs

of jeans can be made out of a single bali of cotton

4 Strands

of yarn make up classic denim fabric, 1 white for every 3 blue

20,000

tons of indigo are produced annually for sole purpose of dyeing denim

02. COTTON PROCESSED

100 Layers

of stacked denim are cut at once with an industrial-scale saw

03. COTTON SPUN INTO YARN

04. YARN DYED

05. THREADS WOVEN INTO FABRIC

06. DENIM CUT

07. ASSEMBLED / SEWED

08. HARDWARE APPLIED

15 Pieces

of cloth are sewn together into a typical pair of five-pocket jeans

10. PRESSED, EMBROIDERED, LABELED

09. WASHED / DISTRESSED

30-360

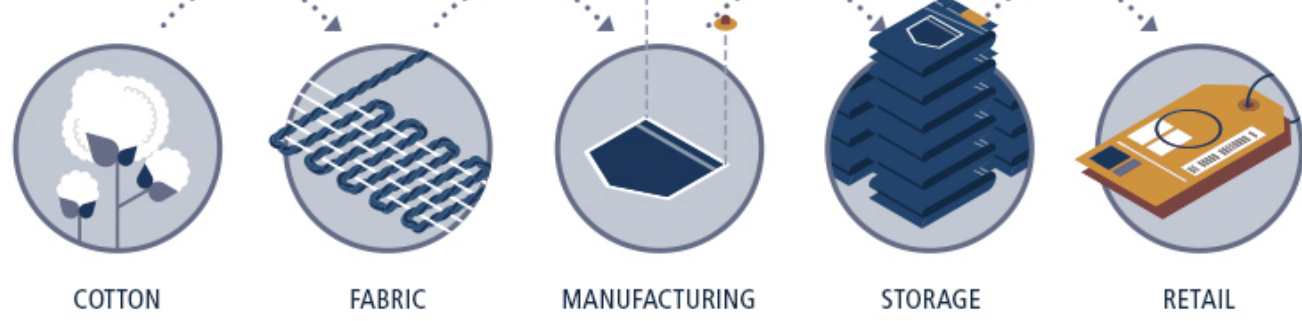
minutes spent in the washer determines how faded the jeans turn out

11. SENT TO WAREHOUSES & DCs

12. SHIPPED TO STORES

13. PURCHASED BY CUSTOMERS

DENIM LOGISTICS: THE TRANSPORTATION FLOW OF GOODS



3 One Size Doesn't Fit All

Depending on brand, price, and market, denim supply chains can look radically different.

A JEAN JOURNEY: THREE PAIRS GO TO NEW YORK

Three styles – three brands – one destination.



The Luxury Pair

Sewn in **Los Angeles** from domestic cotton, these jeans need to get to New York for a fashion photoshoot and an in-store promotion. Cost isn't an issue, but time is tight, so they're expedited by airfreight.

Truck + Plane = 2 days

The Men's Pair

Made in **Mexico**, these jeans are sent by truck to a department store.

Truck = 1 week

The Women's Pair

Production bounces between **Indonesia, Singapore, Thailand, and Malaysia**. Time is less important than protecting slim profit margins. The jeans travel by truck, are shipped via ocean, and then trucked again to a fast fashion retailer.

Truck + Ship + Truck = 3 weeks

18.4%

Expected growth for all ecommerce in 2015. The rise of omnichannel retail is changing **WHERE** brands source and keep inventory and **HOW** they package and move goods.

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Sources:

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Interviews with American Apparel & Footwear Association and GT Nexus