

#MISSIONZERO COMMITMENT

Statement on the Purpose of MISSION ZERO

Historically, Blue jeans have always had a strong significance. They are a symbol of youth, rebellion, and high commitment. They are also considered a cultural, intergenerational, and interracial icon. Its labor origin, identity pledge makes blue jeans so unique, emotional, and special.

Blue Jeans are so popular they have even become the most democratic garment of them all.

Unfortunately, their popularity and high acceptance have also brought about some undesirable consequences like excessive usage of water, chemicals, energy or carbon footprint.

Times, they are changing. Many values are being reviewed and redefined. Young generations are pushing their reality and THEY are determined to redesign the world according to the NEW TECHNOLOGIES AND BELIEFS. A world that is going to be their world for the next decades HAS TO BE cleaner, more transparent, with more opportunities and, indeed, more democratic.

WE want these values for our Blue Jeans. The values that made them an ICON.

WE believe all denim manufacturers, Jeanswear companies, and people in our industry must share this vision by the new generations of youngsters.

WE must be all onboard and LEAD BY THE EXAMPLE.

WE must be considered as an INSPIRATION not only for PEOPLE & PLANET environmental respect but also serve as an example to the rest of the APPAREL INDUSTRY.

WE believe a MISSION ZERO is POSSIBLE AND NECESSARY.

Each one of the undersigning companies serves its own corporate purpose, but WE All share a fundamental commitment to the PEOPLE AND PLANET. WE commit to:

- The 100% elimination of waste generated in Blue Jeans manufacturing and finishing from the fabric to the final garment.
- Dehydration. Eliminating the use of water to a close to zero amount and to put any minimum water required back to Nature in perfect conditions.
- Dispense with any hazardous chemicals that go against health and environmental health.
- Create more jobs in this new economy that preserve workers from any danger and give them the opportunity to progress and become highly skilled professionals.
- The measurement, control, and compensation in a controlled and verifiable way of any unavoidable impact or any process harm we cannot suppress, no matter how small it may be.
- Join forces with other members of the denim community, sharing experiences, technologies, and success cases.
- Transform Blue Jeans into the most sustainable garment in the history of humanity, and a symbol of the new earth rebels.

WE commit to MISSION ZERO, for the future of the industry, our companies, our denim community, and humankind.



Enrique Silla
Founder and CEO
Jeanologia