

OUTLAND DENIM

Back In Stock: Outland Denim's World-Changing Harriet Jean.



Above: Duchess of Sussex, Meghan Markle, pictured in the Harriet denim on October 17 2018.

Credit: Cameron Spenser | Getty Images

Embargoed 17 February 2021

[Brisbane, QLD] - Outland Denim, the Australian denim label known for their revolutionary sustainability standards, are going even further to ensure transparency by today announcing their partnership with Retraced. This Retraced platform will not only allow smoother supply chain management, but will also allow customers to virtually travel the supply chain, certifications, and sustainability attributes of their jeans from cotton seed to final product at the point of purchase.

The first Outland Denim product to feature this 'product passport' will be the brand's best selling Harriet Black skinny jean. The Harriet jean in Black is made with 93% organic cotton and innovative 'SaveBlack' denim, which uses 85% less water during the dying process. The staple skinny, that sold out after being worn by Meghan Markle in 2018 during her visit to Australia, has been refined to be even more flattering and sustainable, relaunching online just this week.

This is a jean that does good, and looks really good. Like all Outland Denim garments, the Harriet jean is crafted in the label's stand-alone production and finishing facilities in Cambodia, which were founded to offer holistic support, training and employment to young women who have experienced exploitation. The company provides a living wage, education and other benefits for its staff.

The Harriet jean in Black is available to shop online at www.outlanddenim.com.au.

For images, further information or to organize an interview with Outland Denim founder and CEO James Bartle, please contact:

Athina Cante, Marketing Communications Coordinator
E: athina@outlanddenim.com

Margot Davies, PR & Marketing Manager
Ph: 0437 559 829
E: margot@outlanddenim.com

About OUTLAND DENIM

Outland Denim crafts premium denim jeans designed to bring the worlds of their seamstresses and customers closer together. Outland Denim sources the finest raw materials from around the world to create garments with environmental integrity while offering employment and training opportunities to women rescued from human trafficking and sexual exploitation. Outland Denim is Australia's first Certified B Corporation® denim brand.

Bartle was recently named one of Sourcing Journal's Rivet 50 members for 2019. In 2019, the brand also became a Global Fashion Agenda Associate Partner.

Instagram: @outlanddenim
Facebook: Outland Denim
Website: www.outlanddenim.com

About RETRACED

Retraced is a transparency solution that enables fashion brands to manage their supply chain efforts and execute their sustainability objectives. The blockchain-enabled transparency platform empowers brands to share transparent value chain information regarding the working conditions, materials, certifications, and environmental impact. With this, brands and customers make informed and insightful purchasing decisions, and further promote a fairer, more honest, and more socially responsible fashion industry. Retraced was founded in 2018, by co-founders, Lukas Pünder, Philipp Mayer, and Peter Merkert.

Instagram: @retraced_official
Facebook: retraced.official
Website: <https://retraced.co/>