

WHITE MILANO's SPECIAL PROJECT IS: BOYISH

The Californian sustainable denim brand, launched by Jordan Nodarse, has been chosen by the tradeshow as Special Project for the 2019 September edition

Boyish lands at WHITE with its feminine and sustainable denim wear and the Tradeshow has nominated the label as **Special Project for the September edition, in the framework of the focus on sustainability that WHITE Milano** has now been staging for several seasons.

*«I am deeply honoured that Boyish is WHITE Milano's Special Project - **declares Jordan Nodarse, founder of the Californian brand** – at Boyish we all share the same vision of the Tradeshow, focussing on research and international scouting. We are proud to share our eco-friendly approach in Italy and in Europe, straight from our land, California, and disseminate our message for a better world for everyone».*

The brand, distributed in Europe by Gruppo Brama, has always been committed to using sustainable practices in the development and production of its models. Their jeans are made from sustainable textiles and the washing and manufacturing procedures are environmentally friendly and cruelty-free. Boyish does not merely focus on water recycling. The brand from Los Angeles works with suppliers that guarantee both environmental protection and fair working conditions, making sure that they fulfil the very high safety and transparency standards in terms of social responsibility. Moreover, their spinning mills and production plants are, at most, 30km apart one from another, thus ensuring very low carbon emissions and maximum production efficiency. Waste recycling too complies with the standards imposed by the company.

The brand is also partner of One Tree Planted and has committed to planting a tree for every pair jeans sold.

Jordan Nodarse developed an interest and an awareness of the fashion system's sustainable practices early on in his career, accordingly he devotes special attention to the sustainable production of denim. After collaborating on the denim collections of top labels such as Lovers + Friends, Tularosa and Majorelle, Nodarse designed Grlfrnd for Revolve, as well as Reformation's denim line. In 2018 he founded Boyish, focussing on revisiting the jeans models of the '40s and '50s.

What's more, Boyish will also be one of the protagonists of the project **Showroom Connection@WHITE** and of **#Shareable's** enhanced **communication** formula, under the creative direction of **Condé Nast's Special Content Creation Unit**.

For more info:

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