Dondup Partners with Bluesign to Set a New Standard in Sustainable Denim

Dondup, the renowned Italian designer denim brand, is excited to announce its official partnership with bluesign® . As the leading European denim company to join the bluesign® System Partner network, Dondup underscores its unwavering commitment to sustainability, responsible production, and environmental stewardship, setting a new benchmark in the fashion industry.





Bluesign® offers a comprehensive solutions system focused on sustainable chemistry, employing a holistic approach to drive environmental improvements, enhance worker safety, and increase resource efficiency. Through rigorous on-site assessments,

management of input streams, and verification of chemical inventories, bluesign® collaborates closely with its system partners to develop tailored solutions that ensure stringent safety and sustainability standards are met at every step.

Dondup is now part of bluesign's Denim Initiative, launched in March 2023, which includes a global network of leading denim brands, manufacturers, mills, and materials suppliers such as Everlane, Reformation, PureDenim, Saitex, Advance Denim, and ISKO. This initiative aims to revolutionize denim production by implementing clean chemistry and sustainable practices, ensuring the highest standards of safety and environmental responsibility.

Matteo Anchisi, CEO of Dondup, states, "At Dondup, our commitment to sustainability and responsible production is unwavering. By partnering with bluesign®, we are advancing our mission to minimize environmental impact and uphold the highest safety and responsibility standards in our supply chain. This collaboration allows us to produce stylish, environmentally conscious, and socially responsible premium denim."

The ripple effect of Dondup's partnership with bluesign® extends beyond the brand itself. As bluesign's clean chemistry practices are implemented throughout Dondup's supply chain, they inspire other stakeholders—suppliers, manufacturers, and even raw material providers—to adopt similar standards of environmental and social responsibility. This cascading effect ensures that every aspect of the production process, from chemical suppliers to material manufacturers, aligns with the stringent environmental and social criteria set by bluesign®.

"We chose bluesign® as a trusted partner to ensure our production processes meet stringent environmental and social criteria," Anchisi continues. "Together, we are setting a new standard for sustainability in the fashion industry, prioritizing transparency and accountability. We are proud to lead the way in sustainable denim and anticipate the positive impact this partnership will have on our products, industry, and the world."

Dondup's partnership with bluesign® is expected to create an echo effect throughout the fashion industry, encouraging numerous materials vendors,

manufacturers, and other partners to join bluesign®. This collective movement towards cleaner and more sustainable production practices will further amplify the impact of this partnership, driving significant improvements in environmental and social responsibility across the supply chain.