Kingpins Amsterdam 2026: Where Denim Innovation Meets Creativity, Comfort and Sustainability

The future of denim is being shaped by a powerful combination of technological innovation, creative experimentation, material versatility and responsible manufacturing. At Kingpins Amsterdam, held at SugarCity, leading industry players Jeanologia, ISKO, Eastman Naia™ and Officina39 demonstrated how fresh ideas and advanced technologies are opening exciting possibilities for the global denim industry.

Bringing together fabric manufacturers, garment producers, brands, designers and finishing specialists, the event highlighted an industry increasingly focused on creating distinctive products while addressing environmental impact, functionality and changing consumer expectations.

Jeanologia: Measuring Impact, Expanding Creativity



Jeanologia presented the next generation of its Environmental Impact Measurement (EIM) system, expanding environmental assessment beyond garment finishing to include yarn, fabric and finishing stages under a common methodology. Its independent modules enable each stage to be measured, while EIM+ integrates the results to provide a more comprehensive understanding of a product's environmental footprint.

Using primary production data, EIM measures water and energy consumption, chemical use and worker impact at the garment-finishing stage. Its traceable information can support tools such as Digital Product Passports and Life Cycle Assessments.

Jeanologia also introduced *COMMON GROUND*, a creative collaboration with Sue Barrett exploring nature, camouflage, craftsmanship and technology. Using laser and G2 Ozone technologies, the collection transforms natural patterns, colour and texture into distinctive garment finishes, demonstrating how technology can strengthen creative expression.

ISKO: Denim Becomes a Sensory Experience



ISKO unveiled its Spring/Summer 2028 collection under the theme **“Color the Experience.”** Moving beyond conventional aesthetics, the collection explores colour, tactile surfaces and character as essential elements of denim design.

Its Supreme Colors and Supreme Light directions introduce expressive shades, ranging from vibrant tones to natural, earthy colours. Rigid constructions, workwear influences, stripes and textured surfaces reinforce denim’s authentic character, while WONDERSOFT™ adds premium comfort and softness.

The collection encourages designers and brands to rethink denim as an experience engaging both sight and touch.

Eastman Naia™: Versatility for Every Denim Need

Eastman highlighted the versatility of Naia™ Renew staple fibre across authentic, fashion and performance denim applications. Blended with cotton, it offers lasting softness and dry comfort; combined with lyocell, it supports lighter, softer fabrics; and in polyester or recycled polyester blends, it contributes quick-drying properties and odour management.



Developed with mill partners including Advance Denim and Cone Denim®, these innovations demonstrate how thoughtful fibre combinations can balance denim's distinctive identity with contemporary demands for comfort and functionality.

Naia™ Renew contains 60% sustainably sourced wood pulp and 40% GRS-certified recycled content, allocated through a certified mass-balance process, using Eastman's molecular recycling technology.

Officina39: Celebrating the Beauty of Imperfection

Officina39 presented *FADED MATTER*, its Spring/Summer 2028 collection inspired by sunlight, time and transformation. Faded colours, irregular bleaching and tactile surfaces reinterpret traditional denim finishes through controlled imperfection.







Collaborations with Gold Girls Co., Advance Denim and ISKO Luxury by PG explored experimental materials, coatings, laser effects and distinctive textures. Technologies including ZERO PP, Recycrom™ and MARVEL COATING demonstrate how creative freedom can work alongside more resource-conscious processes.

A Future Built on Collaboration

Together, these developments reveal a clear direction for denim: innovation must unite creativity, comfort, performance and environmental responsibility. At Kingpins Amsterdam, technology emerged not merely as a production tool, but as an enabler of new ideas, stronger partnerships and more meaningful products.

The message is inspiring: the next chapter of denim will be defined by how intelligently the industry combines imagination, materials and responsible manufacturing.