

DEAR DENIER

A NEW WORLD OF SUSTAINABLE AND INNOVATIVE HOSIERY
DESIGNED IN COPENHAGEN
AND CRAFTED IN ITALY





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Your choice of hosiery cannot save the planet - but the more people who choose the sustainable option over the harmful one the bigger the impact.

SMALL CHOICES WITH BIG IMPACT

a different type of hosiery company

Dear Denier [di(e)r de'ni(e)r] was founded in 2012 by Danish Katrine Drost Lewinsky in an entrepreneurial spirit. Katrine worked for 15 years in the fashion industry for several big fashion brands before founding Dear Denier.

While working with sales Katrine visited many stores in Scandinavia and being a tights-girl she always needed to buy new tights when on the road. However, it was almost impossible to find brands with values and products matching Katrines needs and mindset as she was looking for fashionable, functional and durable hosiery with a sustainable approach. This was her motivation for launching Dear Denier.

The company has been growing ever since and in 2017 Katrine's husband Frederik joined the company and it is now a family dream to overcome the environmental challenges of traditional hosiery production and make the most sustainable products possible without compromising on the quality.

Today Dear Denier represents "a new generation of hosiery" with functional products for modern women who are demanding more durable products as well as products made with thought for planet, nature and people.



caring for people and planet by merging fashion and science

For years the hosiery industry has been making the same products in the same way, using nylon, a plastic derived from crude oil, chemicals and production with harmful environmental impact.

A process that is extremely water and energy consuming and which results in high CO2 emissions, excessive use of water and energy as well as environmental pollution.

We use recycled nylon and other sustainable materials, we have a zero-waste production and effective management of water and energy consumption as well as the use of renewable energy.

We use no heavy metals or dangerous chemicals in the dyeing process - we clean polluting elements from the air and water and reuse the water. Our packaging is 100% recycled and recyclable.

This enables us to significantly reduce CO2 emissions, pollution, water and energy consumption.





sustainable hosiery made cool

- For me sustainability is about taking full responsibility for all the steps that go into the creation of a pair of tights or a pair of socks. The process of creating a seemingly simple product as this presents dilemmas and choices that will surely affect how sustainable the outcome will be. But sustainability is also about making products that meet the needs of the consumer in terms of design and wearability. They have to be cool as well as sustainable.

Katrine Drost Lewinsky, Founder and Designer

how is Dear Denier sustainable?

We have identified five key areas in which we disrupt business-as-usual and reduce our environmental footprint. We strive to be better all the time. That is why we work systematically with experts in each of the five areas to come up with new and better solutions.

#1 THE MATERIALS

Industry challenge

The materials used most often are high impact materials made with harmful raw materials, lots of chemicals, excessive amounts of water and energy.

Our solution

We use premium and sustainable materials such as recycled nylon and traceable natural fibres such as Egyptian organic cotton, Italian silk and cashmere produced with regard for nature, people and animals. All of our raw materials come from Italian suppliers who have certificates such as EU Ecolabel, GOTS, Global Recycle Standard, ISO 9001, OHSAS 18001, OEKO-TEX®, DETOX, HIGG Index and the like.

#2 THE MANUFACTURING

Industry challenge

The production is extremely energy and water consuming with high quantities of waste.

Our solution

Our Italian factories are highly specialised and technological OEKO-TEX®-certified zero-waste factories which means they invest in sustainable solutions and work systematically to reduce their environmental footprint i.e. by purifying all wastewater from production, effective management of energy and water consumption, using renewable energy, and specialising in the use of sustainable and eco-friendly materials.

#3 THE DYEING

Industry challenge

The dyeing process is typically done with chemical dye, which can contain both heavy metals and dangerous chemicals. The water and energy consumption is excessive, and the wastewater can be contaminated.

Our solution

Our dyeing facilities are zero-waste facilities. They filter and clean all of the wastewater from the dyeing process. The water is monitored and re-used for production or for watering of fields and other municipal needs. All the powder colorants used are cleaned along with the fumes from the drying process. This means that no polluting elements are emitted into the atmosphere.

#4 THE PACKAGING

Industry challenge

The packaging is typically made of both paper and plastic. The plastic is necessary to protect the fragile product.

Our solution

Our packaging is FSC-certified which ensures that the paper and cardboard is made from responsibly managed forests that provide environmental, social and economic benefits. From AW2020 both our outer and inner packaging will be made of 100% recycled and recyclable materials. We know of no other hosiery brands, who does this.

#5 THE AFTER-LIFE

Industry challenge

It takes 30-40 years for nylon to degrade into microplastic! The technology that allows us to separate nylon from elastane and make new tights from used tights is not developed in a commercial scale yet.

Our solution

For recycling to be sustainable the product you make from recycled materials has to have a lower environmental impact than the product it replaces. This is quite a challenge. We are, however, working on an innovative recycling programme that we cannot wait to launch.



DEAR DENIER

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