

MEET Natural Cotton Color

NATURAL
COTTON
COLOR



GLOBAL GREEN

The Natural Cotton Color group works exclusively with fashion products made from cotton that is born colored, without the need for chemical dyeing, thus saving 97.5% of the water that would be consumed in the conventional cotton finishing process.

In addition to being ecologically correct, the group is concerned with social sustainability working with artisans from the poorest regions of the northeastern semiarid region.

Cotton is still planted by small producers to encourage family farming and combat the monoculture of products with low commercial value.

Colored cotton is as old as white fiber cotton. Embrapa (Brazilian Agricultural Research Corporation) has been researching colored cotton since the 1990s. This work began using seeds from colored cotton plants found in the Northeast region of Brazil and received from germplasm banks in other countries. Conventional genetic improvement techniques were used to cross these colored fiber plants with white fiber cultivars that had good fiber quality and the necessary agronomic characteristics for cultivation. After several years of selection, the fiber acquired suitable quality for the production of yarns and fabrics and was released for commercial cultivation.



Product Advance

As an organic product, colored cotton has a strong agroecological appeal directed towards a differentiated consumer market. Its cultivation, trade, and production of clothing, handicrafts, and decoration items generate employment and income for family farmers and small entrepreneurs organized around this productive chain. Additionally, this product reduces the environmental impact of textile activities by avoiding the dyeing process of the thread.

Organic colored cotton fabrics, knits and feathers have been exhibited since 2017 at Première Vision Paris. Since 2019 they have been in the Smart Creation area, space for innovative products for the Sustainable Fashion segment. Sales are carried out through fairs and events, serving wholesale and retail.



Main Products: Fabrics and Knits



Wooven - Textile threads are the result of the interweaving of the weft threads plus the warp threads.

Jersey - The knitted textile yarns are woven on circular looms always in the same direction.



Application



Contact Us



Contact for further information

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