



Cotton
Incorporated

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J.Crew Brands Partner with Blue Jeans Go Green™

NEW YORK, NY – J.Crew brands has announced a fall denim drive in partnership with Cotton Incorporated's **Blue Jeans Go Green™** denim recycling program in J.Crew and Madewell retail stores. The drive first kicked off in 74 Madewell stores on August 12 and will run through October 6. J.Crew's 269 participating stores will host the drive August 21 through September 30.

J.Crew brands first partnered with the denim recycling program earlier this year with much success. "We are delighted to be partnering with J.Crew once again as they support **Blue Jeans Go Green™**," said Andrea Samber, Co-Director of Strategic Alliances at Cotton Incorporated. "We are also thrilled that Madewell has joined in the partnership and will be introducing their loyal denim fans to the program!"

During the denim drive, customers can bring pairs of old jeans to their local J.Crew or Madewell store. Those who contribute during the drive will receive \$20.00 towards their next purchase of jeans in-store. The denim collected will then be recycled into UltraTouch™ Denim Insulation as part of the **Blue Jeans Go Green™** program.

Cotton Incorporated began the denim recycling program in 2006 to help benefit local communities across the United States. Over one million pieces of denim have been collected to date, and the insulation has been distributed to organizations such as Habitat for Humanity to help communities in need. Approximately 250,000 square feet of insulation are distributed each year and the **Blue Jeans Go Green™** program has diverted over 600 tons of waste from landfills since its inception.

"Customers should feel great about participating in the denim drive – they will be helping the environment and their communities while supporting their favorite stores," added Samber. Consumers can also feel good about the selections they will find while shopping. Last month, Madewell released 47 new denim styles and J.Crew recently introduced 10 new styles for fall, giving customers a variety of options to choose from after recycling their old jeans.

To find your local J.Crew, please visit jcrew.com, and for a Madewell store, madewell.com.

About Cotton Incorporated

Cotton Incorporated, funded by U.S. cotton producers and importers of cotton and cotton textile products, conducts worldwide research and promotion activities to increase the demand for and profitability of cotton.