

Candiani
DENIM



LA
PREMIUM
REGENERATIVE

THE NEXT GENERATION OF LA'S FINEST.

I N T R O D U C T I O N

At the end of the '80s, Gianluigi Candiani, the third generation leading the family mill, became a key player in one of the main revolutions in the jeans industry. He was one of the pioneers to develop the first stretch denim, combining elastic performance with authentic aesthetics.

In the same years, some renowned brands, such as Lucky Brand, JBrand, True Religion, AG, Paige, Frame, Joe's Jeans, Hudson, 7 For All Mankind, Citizen of Humanity, and many more, took advantage of the stretch denim innovation to create the signature style of the **Los Angeles premium denim industry**, providing women with more feminine yet comfortable denim garments. Premium denim is precisely based on the presence of the three elements mentioned above: high-quality fabric, authentic washing, and superior performance. Candiani's fabrics soon became the symbol of LA's finest jeans.

Nowadays, Alberto Candiani, who took the guidance of Candiani Denim after his father, Gianluigi, reinvents those yarns which distinguished Californian premium denim aesthetics in the '80s, adding fabric, washing, and performance a new feature: sustainability. He revises his father's yarns with the latest research on a specific natural and sustainable fiber, regenerative cotton. The result is a fabric collection with a typical LA's DNA that combines the **regenagri[®] certified cotton** that gave Candiani Denim an edge in the expansion of regeneratively sourced raw materials.

It was indeed the first company certified by its Chain of Custody program, which can be applied to products containing at least 40% of regenerative fibers.

The future of the premium denim industry starts here with regenerative cotton.



LA





R E G E N E R A T I V E C O T T O N

INDUSTRIAL AGRICULTURE IS A BROKEN MODEL

The conventional way of growing food and fibers is detrimental to the planet and dangerous to human health. It is a broken model that has sought to make agriculture more productive by cultivating single crops on a given field (monocultures) and moving animals from the farm to intensive feedlots. The result is a heavy reliance on pesticides and fertilizers, sometimes highly toxic, inefficient use of land, large quantities of waste, water, air pollution, and GHG emissions. The result? **Biodiversity loss, deforestation, climate change, and soil depletion.**

REGENERATIVE AGRICULTURE IS THE EVOLUTION OF ORGANIC AGRICULTURE

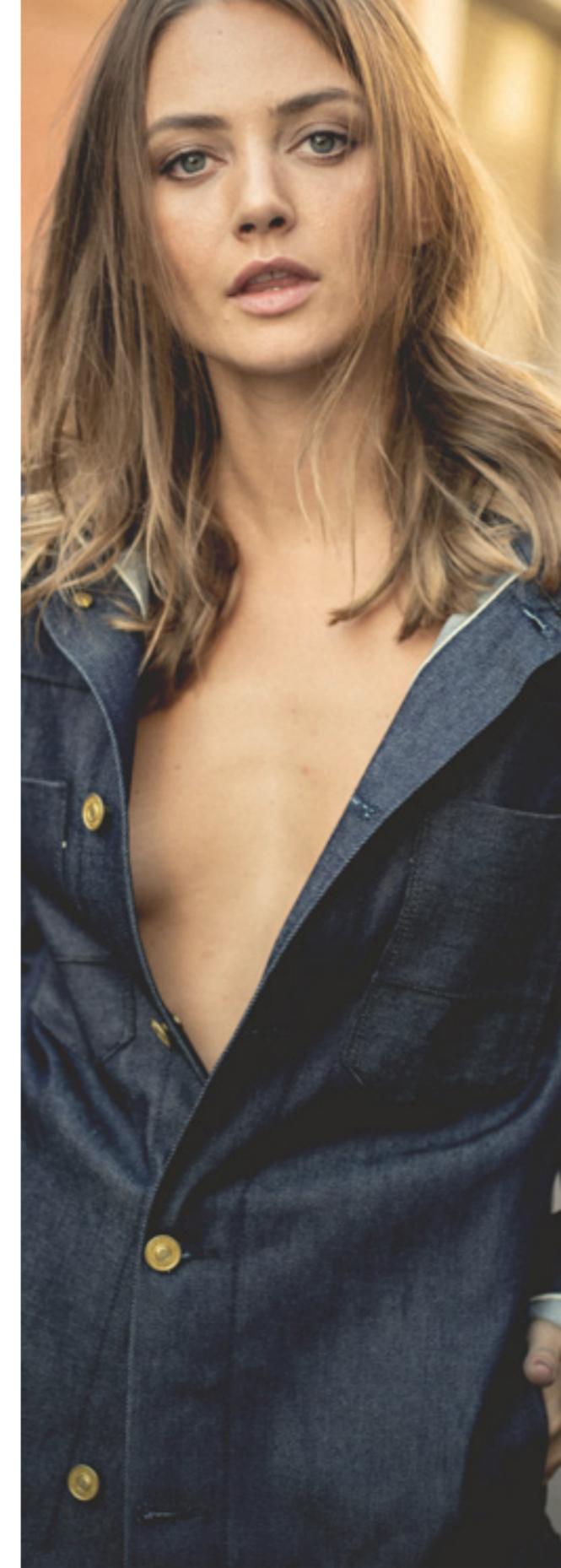
Building off organic practices, regenerative agriculture is thought of as the new frontier and a fundamental transition for the fashion industry. But both organic and regenerative agriculture are still considered valuable and essential sustainable solutions, which share many similarities. **Each aims to work with nature instead of against it and strives to combine the best in science with traditional practices.**

REGENERATIVE AGRICULTURE IS OUTCOME-FOCUSED WHILE ORGANIC AGRICULTURE TENDS TO BE PROCESS-FOCUSED

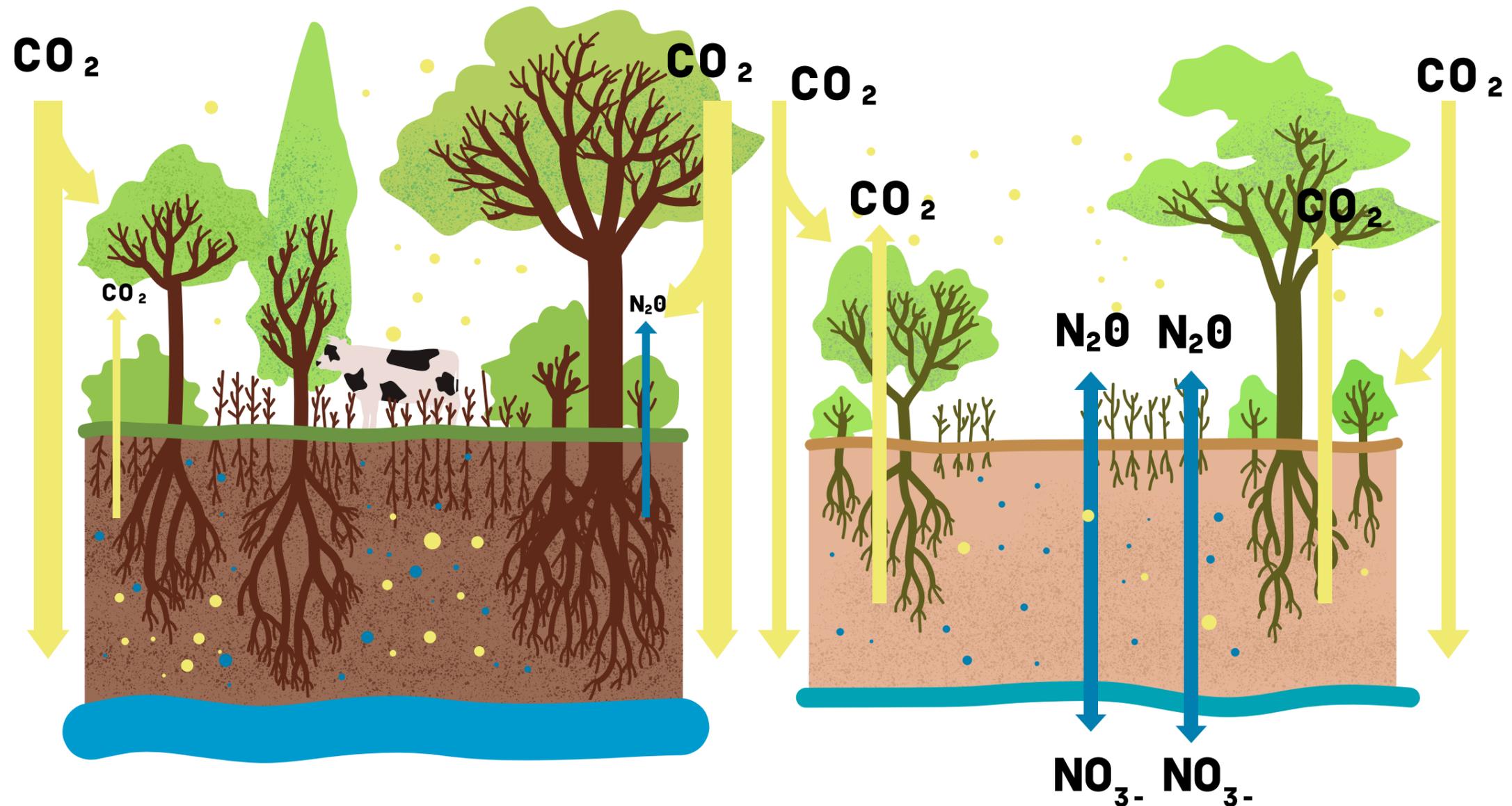
Regenerative agriculture is more **outcome-focused**, aiming to maximize overall positive impact by rebalancing natural ecosystem function. This impact must be measured each year and show continual improvement. Comparatively, organic agriculture can be considered more **process-focused** by setting clear rules for how cotton (and other crops) can be grown in a more environmentally friendly and socially responsible way.

HEALTHY SOIL CAN TAKE CARE OF ITSELF BETTER THAN HUMANS CAN

For too long, we have tried to force nature to operate in a way that it's not naturally designed to. The adoption of regenerative agriculture represents a turning point. **It is an opportunity to finally honor and learn from centuries-old Indigenous and traditional management practices** that have always aimed to sustain the land and maintain harmony between its human stewards and the rest of the biosphere. This more collaborative approach is the opposite of the exploitive approach associated with today's conventional industrial model.



BRINGING BACK THE BALANCE



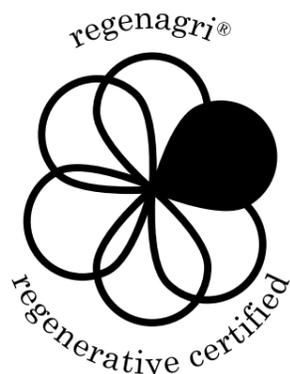
Regenerative Agriculture Makes Healthy Soil

- More biodiversity above and below ground
- A better use of nutrients and less dependence on chemical interventions
- Increases the natural resistance of crops
- More soil organic matter, and improved soil fertility and structure
- Less evaporation, runoff, and erosion
- More efficient use of water and regenerated groundwater levels
- Storing more carbon underground and less released into the atmosphere

Conventional Agriculture Depletes Soil

- Eliminates biodiversity above and below ground
- The health of crops is heavily dependent on synthetic pesticides and fertilizers
- Crops are more vulnerable to pest and disease
- Less organic matter and decreased soil fertility and structure
- Increased evaporation, runoff, and erosion
- Water is distributed less efficiently, and groundwater is depleted
- More carbon is released into the atmosphere contributing to climate change

ABOUT REGENAGRI®



The regenagri® Content Standard

The regenagri® Standard Criteria looks holistically at an entire farming operation, considering the different management strategies and practices used. It awards a farm a regenerative score. A farm must score a minimum of 65% to become certified

and demonstrate continuous improvement to maintain the certification year on year.

It aims to:

- **Increase soil organic matter**
- **Encourage biodiversity**
- **Restore the natural function of the ecosystem**
- **Store more CO₂ underground**
- **Improve the hydrogen, carbon, and nutrient cycles**

For a fabric to be regenagri® Content Standard certified, **it must contain a minimum of 40% regeneratively grown fibers.**

Why has Candiani chosen the regenagri® Content Standard?

The regenagri® Content Standard focuses on continuous improvement rather than maintaining a status quo. Candiani believes this gets to the heart of regenerative agriculture and makes the standard very farmer friendly.

Since on-farm data is individually evaluated, regenagri® takes into consideration variations between different ecological environments worldwide, making this standard applicable anywhere. Beyond granting the certification, regenagri® supports farms and organizations with a complete solution to facilitate the continued adoption of regenerative farming methods.



F A B
R I C
S



RR 3987 RG

100% Regenerative Cotton

This fabric has a 3x1 Right Hand Twill construction. This undyed fabrics come in a medium weight and the warp is characterized by a natural ring effect.



**RR 3987 RG
ECRU
PRESHRUNK**

Ecru is the natural beige color of cotton. The Preshrunk finishing confers an authentic denim look.

**Technical
Specs:**

% Stretch:
Rigid

Unwashed Weight:
11 3/4 Oz/yd²

Washed Weight:
11 1/4 Oz/yd²

**Special
Features:**



**Regenagri[®]
Cotton**



V-Sizing



RR 3987 RG
SIoux
PRESHRUNK

The Sioux color is extremely versatile and boasts a medium-dark Indigo shade with a red cast. Sioux is one of the renowned Candiani Signature Colors. The Preshrunk finishing confers an authentic denim look.

**Technical
Specs:**

% Stretch:
Rigid

Unwashed Weight:
11 3/4 Oz/yd²

Washed Weight:
11 1/2 Oz/yd²

**Special
Features:**



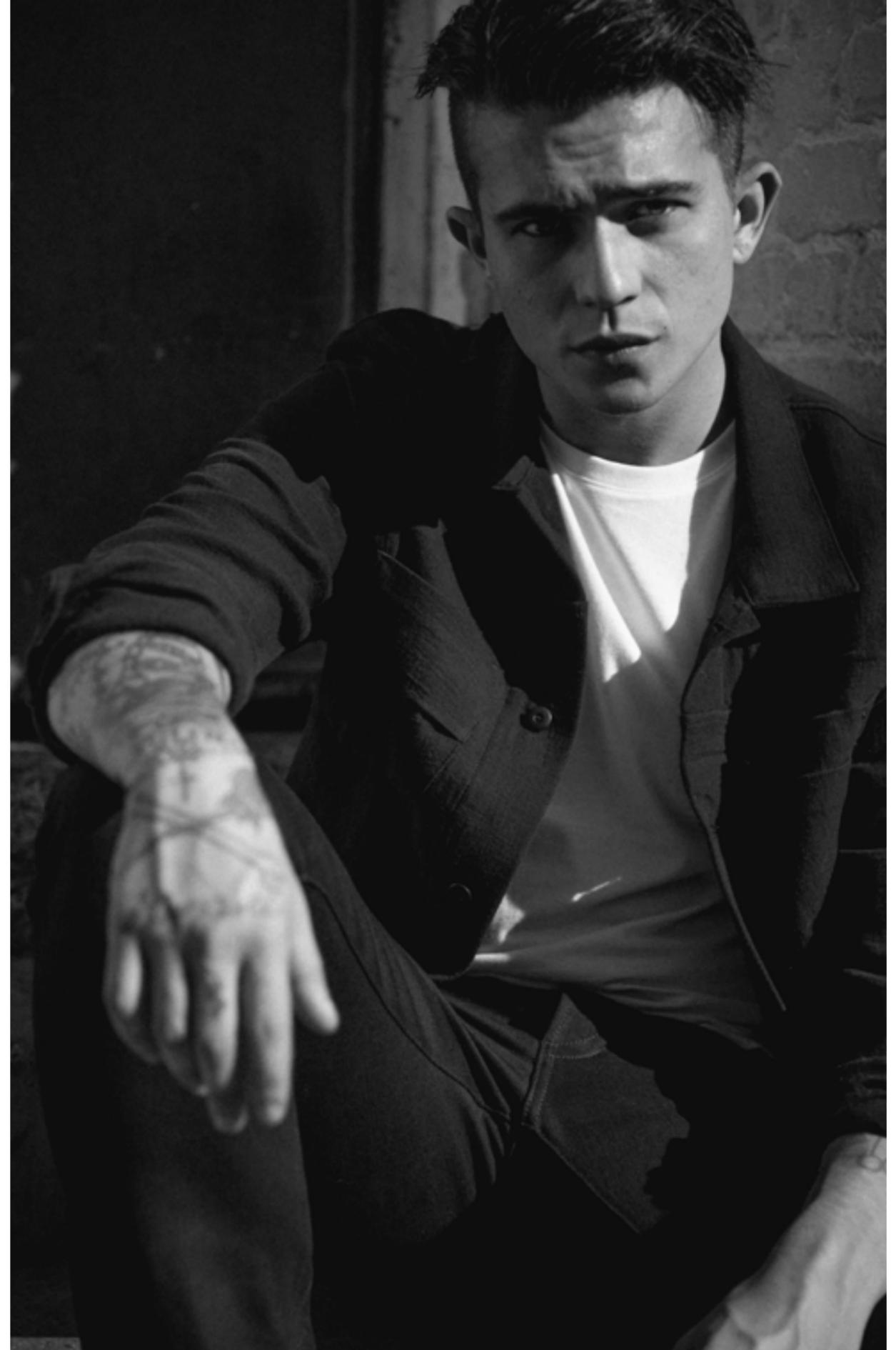
**Regenagri®
Cotton**



Indigo Juice®



V-Sizing





RR 3987 RG DRAKE PRESHRUNK

The color Drake is a dark, double dip Indigo shade with a red cast. Drake is one of the renowned Candiani Signature Colors. The natural ring effect of the warp, combined with the Preshrunk finishing, confers an authentic denim aesthetic to this fabric.



Technical Specs:

% Stretch:
Rigid

Unwashed Weight:
11 3/4 Oz/yd²

Washed Weight:
11 1/2 Oz/yd²

Special Features:



**Regenagri®
Cotton**



V-Sizing



Everblue



RR 3987 RG
RAVEN
PRESHRUNK

The Raven color is a black sulfur color that fades to grey after washing. Raven is one of the renowned Candiani Signature Colors. The Preshrunk finishing confers an authentic denim look.

**Technical
Specs:**

% Stretch:
Rigid

Unwashed Weight:
11 3/4 Oz/yd²

Washed Weight:
11 1/2 Oz/yd²

**Special
Features:**



**Regenagri®
Cotton**



V-Sizing



Everblack



RR 3916 RG

98% Regenerative Cotton 2% Elastane

This fabric has a 3x1 Right Hand Twill construction. True to the original fabrics that defined the LA signature aesthetic, these qualities combine authentic denim character and comfort stretch performance.



**RR 3916 RG
ECRU
CRISPY**

Ecrú is the natural beige color of cotton. The Crispy finishing applies to stretch fabrics and confers an authentic denim look.

**Technical
Specs:**

% Stretch:
Comfort

Unwashed Weight:
11 1/4 Oz/yd²

Washed Weight:
12 1/4 Oz/yd²

**Special
Features:**



**Regenagri[®]
Cotton**



V-Sizing





RR 3916 RG SIOUX CRISPY

The Sioux color is extremely versatile and boasts a medium-dark Indigo shade with a red cast. Sioux is one of the renowned Candiani Signature Colors. The Crispy finishing confers an authentic denim look.

Technical Specs:

% Stretch:
Comfort

Unwashed Weight:
11 1/4 Oz/yd²

Washed Weight:
12 1/4 Oz/yd²

Special Features:



**Regenagri®
Cotton**



Indigo Juice®



V-Sizing



RR 3916 RG DRAKE CRISPY

The color Drake is a dark, doubledip Indigo shade with a red cast. Drake is one of the renowned Candiani Signature Colors. The natural ring effect of the warp, combined with the Crispy finishing, confers an authentic denim aesthetic to this fabric.

Technical Specs:

% Stretch:
Comfort

Unwashed Weight:
11 1/4 Oz/yd²

Washed Weight:
12 1/4 Oz/yd²

Special Features:



**Regenagri®
Cotton**



V-Sizing



Everblue



RR 3916 RG
RAVEN
CRISPY

Raven is a black sulfur color with the particularity to fade to grey when washed down. Raven is one of Candiani's renowned Signature Colors.



**Technical
Specs:**

% Stretch:
Comfort

Unwashed Weight:
11 1/4 Oz/yd²

Washed Weight:
12 1/4 Oz/yd²

**Special
Features:**



**Regenagri[®]
Cotton**



V-Sizing



Everblack

RR 3904 RG

98% Regenerative Cotton
2% Elastane

This fabric has a 3x1 Right Hand Twill construction. As the premium denim industry evolved, so did the stretch technology allowing for higher performance. The elasticity in denims grew from comfort to power stretch.



RR 3904 RG
ECRU
SUPER LOUNGE

Ecrú is the natural beige color of cotton. This fabric has a soft handfeel and a high elasticity due to the Super Lounge finishing which desizes the fabric.

**Technical
Specs:**

% Stretch:
Power Stretch

Unwashed Weight:
10 3/4 Oz/yd²

Washed Weight:
12 1/2 Oz/yd²

**Special
Features:**



**Regenagri®
Cotton**



V-Sizing

RR 3904 RG
SIoux
SUPER LOUNGE

The Sioux color is extremely versatile and boasts a medium-dark Indigo shade with a red cast. Sioux is one of the renowned Candiani Signature Colors. This fabric has a Soft handfeel and a high elasticity. The Super Lounge finishing confers desizing final for an authentic Denim look.



Technical Specs:

% Stretch:
Power Stretch

Unwashed Weight:
10 3/4 Oz/yd²

Washed Weight:
12 1/2 Oz/yd²

Special Features:



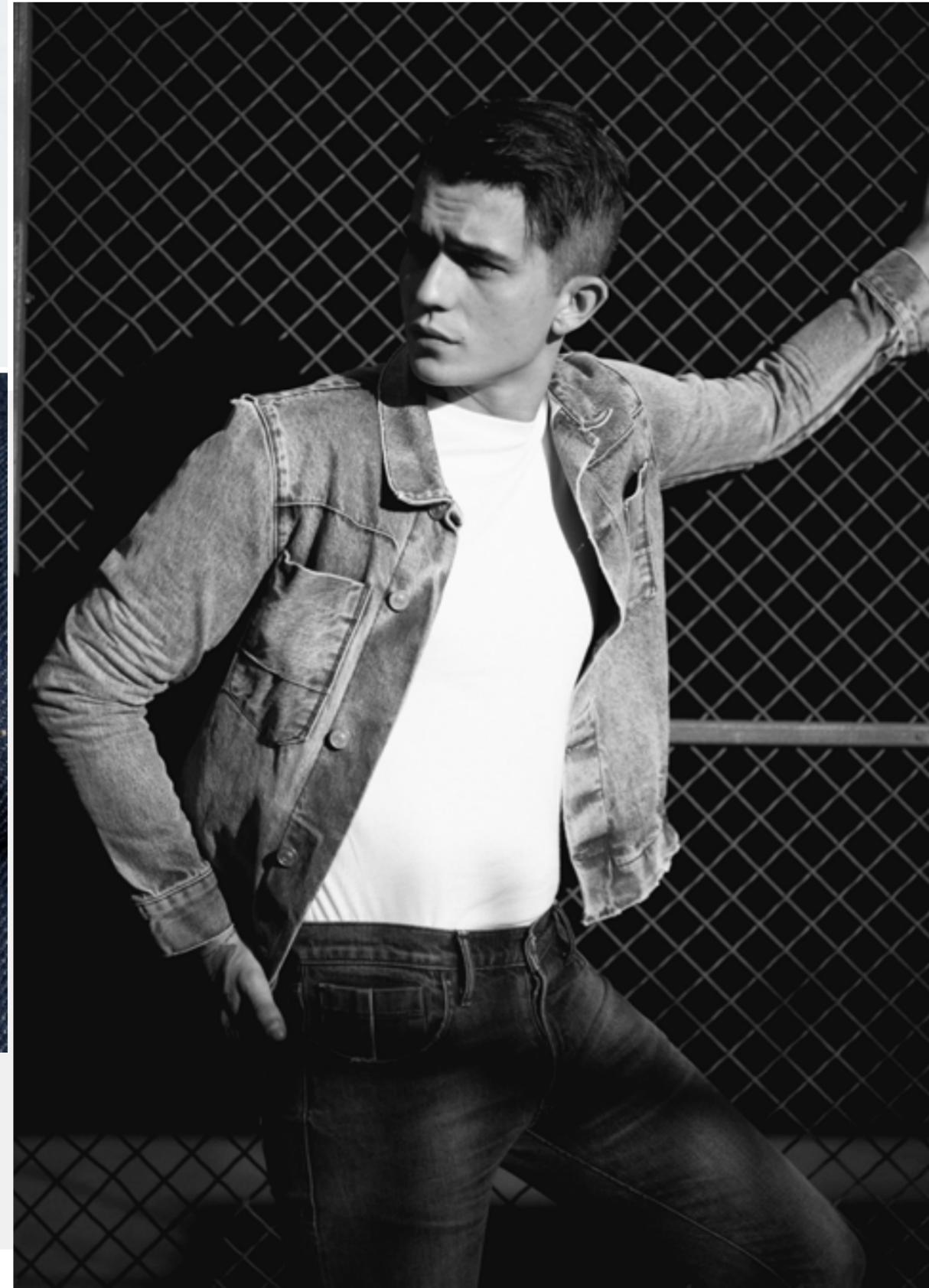
Regenagri® Cotton



Indigo Juice®



V-Sizing





RR 3904 RG
DRAKE
SUPER LOUNGE

The color Drake is a dark, double dip Indigo shade with a red cast. Drake is one of the renowned Candiani Signature Colors. The natural ring effect of the warp, combined with the Super Lounge finishing, confers an authentic denim aesthetic to this fabric.

**Technical
Specs:**

% Stretch:
Power Stretch

Unwashed Weight:
10 3/4 Oz/yd²

Washed Weight:
12 1/2 Oz/yd²

**Special
Features:**



**Regenagri®
Cotton**



V-Sizing



Everblue





RR 3904 RG
RAVEN
SUPER LOUNGE

Raven is a black sulfur color with the particularity to fade to grey when washed down. Raven is one of Candiani's renowned Signature Colors.

**Technical
Specs:**

% Stretch:
Power Stretch

Unwashed Weight:
10 3/4 Oz/yd²

Washed Weight:
11 1/2 Oz/yd²

**Special
Features:**



**Regenagri®
Cotton**



V-Sizing



Everblack

RR

3957

RG

**RR 3957 RG
RAVEN
LOUNGE**

63% Regenerative Cotton
35% Modal
2% Elastane

This fabric has a 3x1 Right Hand Twill construction. A sophisticated black black denim which combines a yarn-dyed warp with a black modal weft.

Raven is a black sulfur color with the particularity to fade to grey when washed down. Raven is one of Candiani's renowned Signature Colors. This fabric has a soft handfeel due to the Super Lounge finishing which desizes the fabric.

**Technical
Specs:**

% Stretch:
Super Stretch

Unwashed Weight:
11 1/2 Oz/yd²

Washed Weight:
13 3/4 Oz/yd²

**Special
Features:**



**Regenagri[®]
Cotton**



V-Sizing



Everblack



G L O S S A R Y



Regenagri® cotton The regenagri Content Standard is a regenerative agriculture initiative and certificate which aims to support farms and organizations across the supply chain to transition to regenerative farming techniques to restore natural ecosystem function. The regenagri standard criteria have been developed to measure and monitor the implementation of regenerative practices and their ecological outcomes. It is designed for continuous improvement and offers members a complete solution for measuring and reporting the regenerative progress.



Indigo Juice® is Candiani's EASY-FADE technology that keeps the indigo very superficial on the yarn and reduces the use of water and energy by 15% in the dyeing process. Thanks to Indigo Juice®, when the jeans are washed in the laundry, it takes only a fraction of water, energy and chemicals to wash-down the Indigo and to achieve great contrasts.



V-Sizing A vegetal sizing compound used in the dyeing process. It is 100% biodegradable, non-toxic and replaces all hazardous chemicals including PVA, resulting in a MICROPLASTICS FREE dye process.



Everblue Everblue is one of Candiani's most famous treatments for indigo shades colors. This extremely versatile color performs exceptionally in laundry processes and treatments keeping always its rich and brilliant shade.



Everblack Everblack is one of Candiani's most famous treatments for black shades colors. This extremely versatile color performs exceptionally in laundry processes and treatments keeping always its rich and brilliant shade.



G L O S S A R Y

MADE IN MILAN
ITALY
SINCE 1938

Candiani
DENIM

