



# SEAMS

Spring Networking Conference 2026  
Greensboro, North Carolina

## “Redefining the Blueprint of American Denim: Heritage, Craft, and Innovation”

Moderator: Xochil Herrera, The Chicago Pattern Maker



Speakers



**RALEIGH**<sup>®</sup>  
DENIM WORKSHOP

Victor Lytvinenko



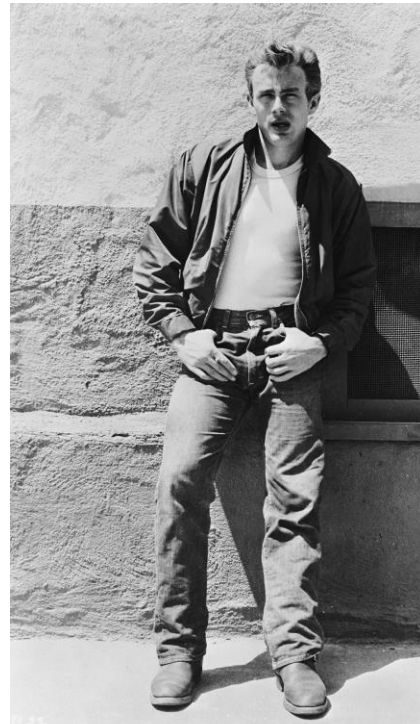
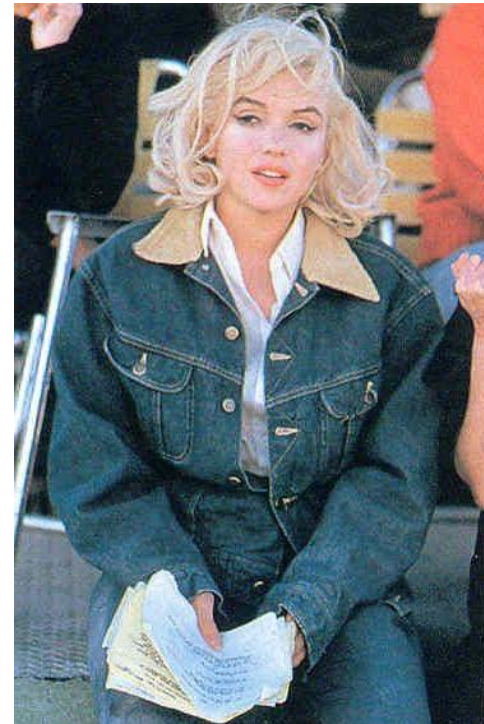
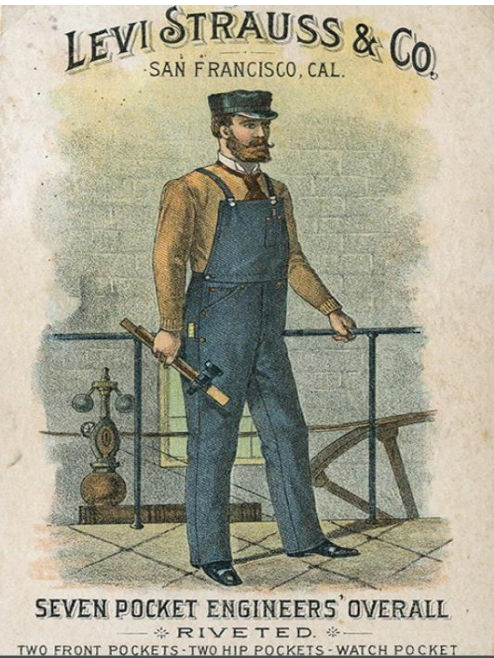
 Cotton  
Incorporated

Kristie Rhodes



 **WHITE OAK**  
LEGACY FOUNDATION

Paige Mullis,





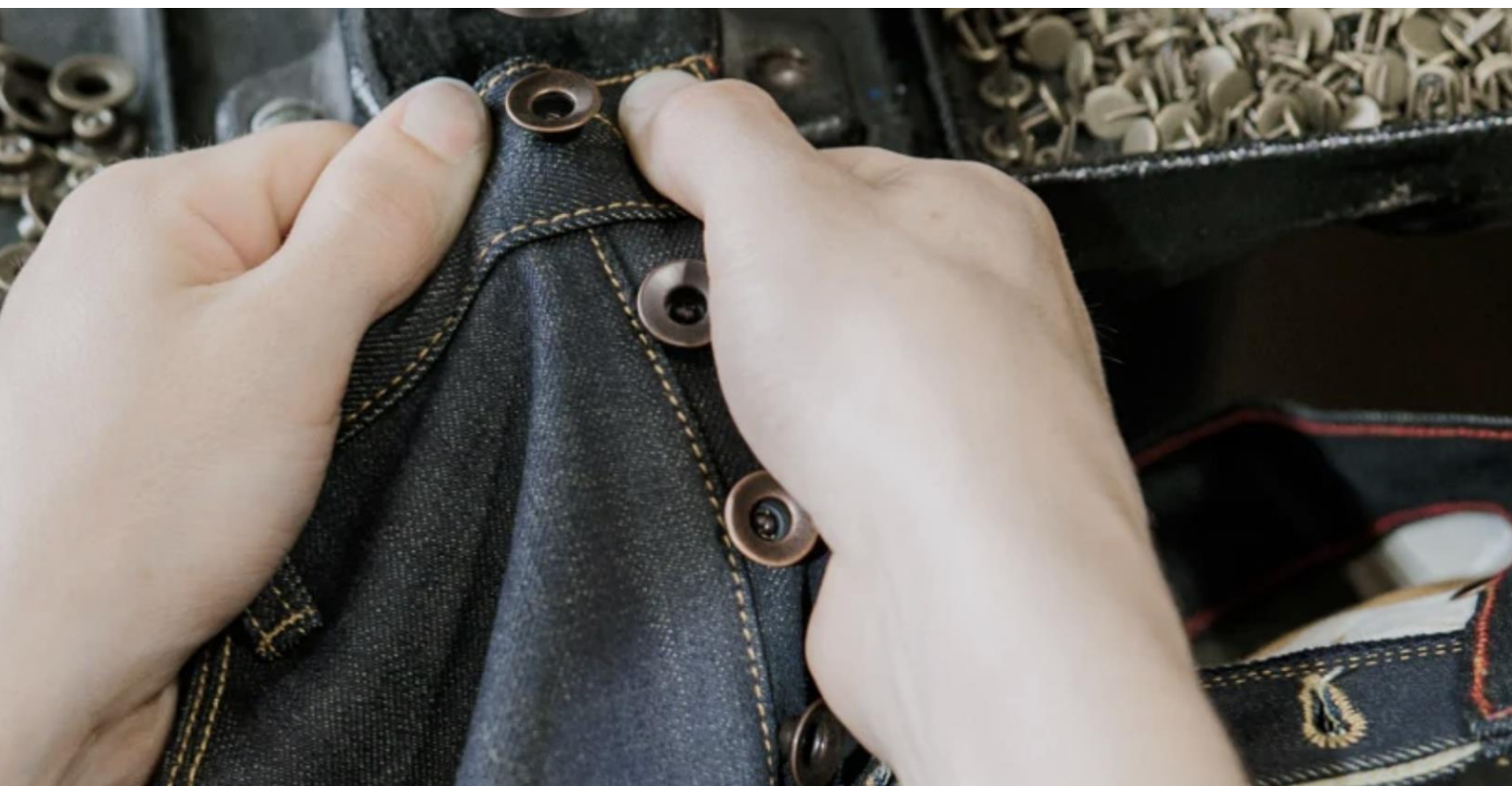
# Proud of Our Legacy. Excited About Our Future.

We exist to celebrate Greensboro, North Carolina's denim history and to secure for our community the promise of a strong, enduring denim industry.





RALEIGH®  
DENIM WORKSHOP





# COLOR



## CAMPY PLAIDS

Showcasing our continual draw to outdoors inspired patterns, nostalgic plaids enter the cotton denim market in head-to-toe looks, placement applications and as cuff and lining details for peaks of the well-loved pattern. Colors range from rich indigo and blues, rusty reds and outdoor classics such as shades of brown and green.



# Office Attire



# Denim

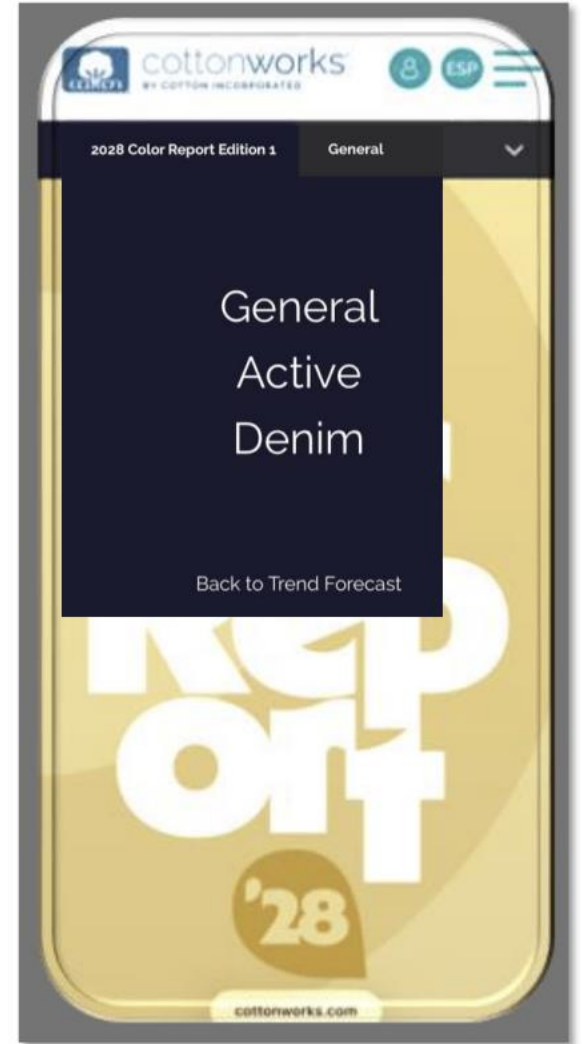
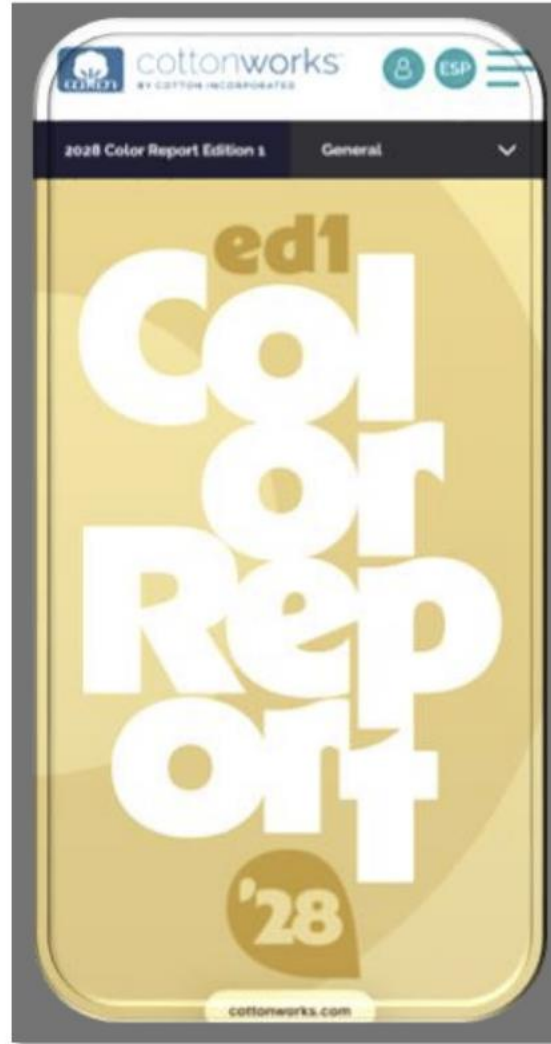
## Color Report

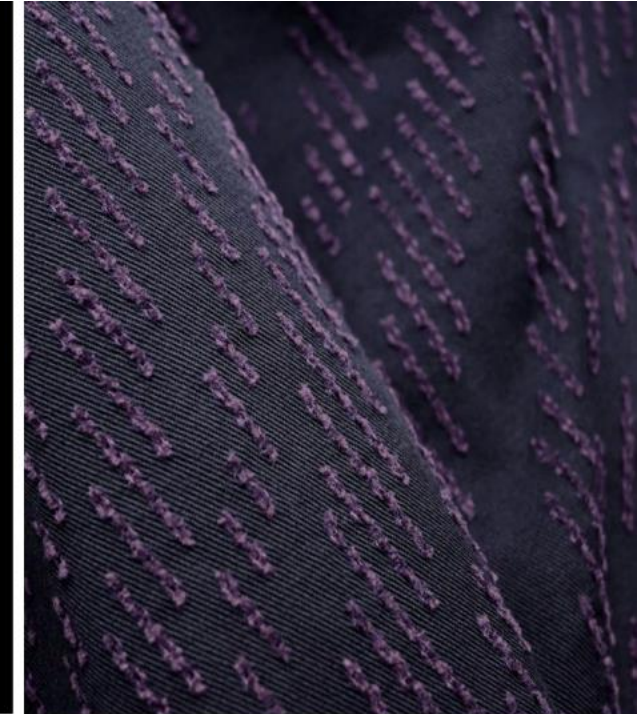
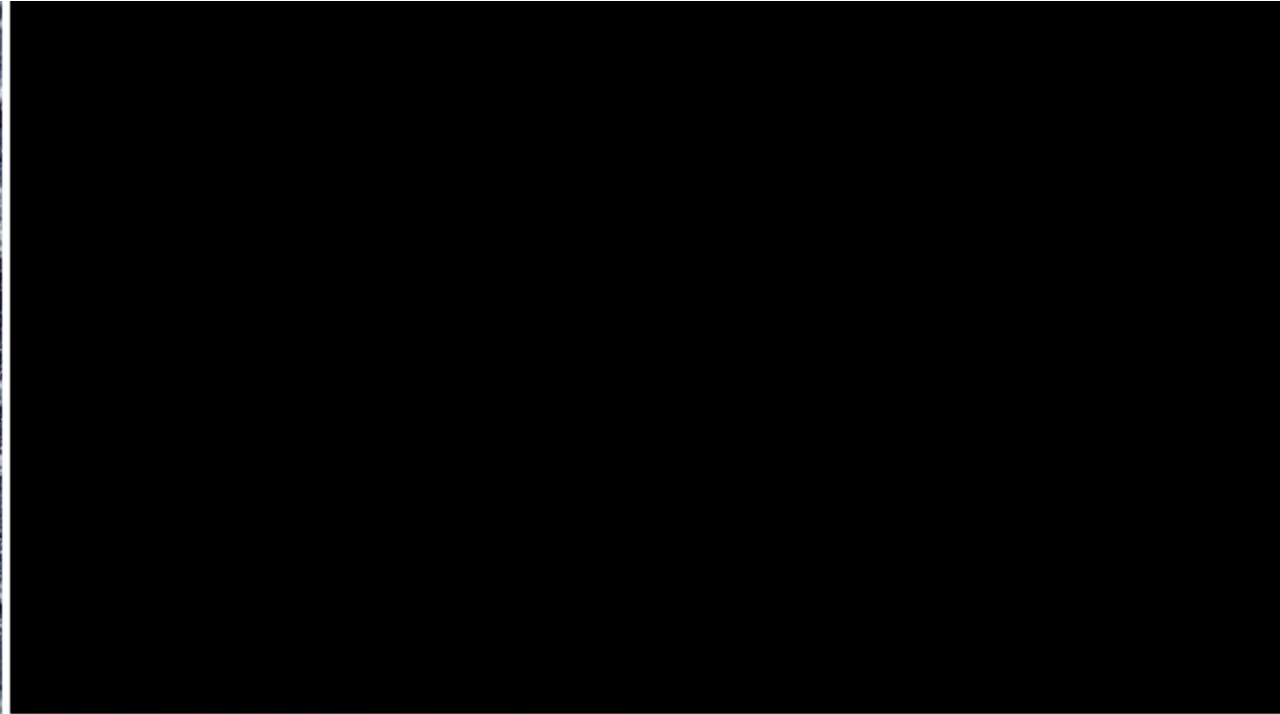
ed1



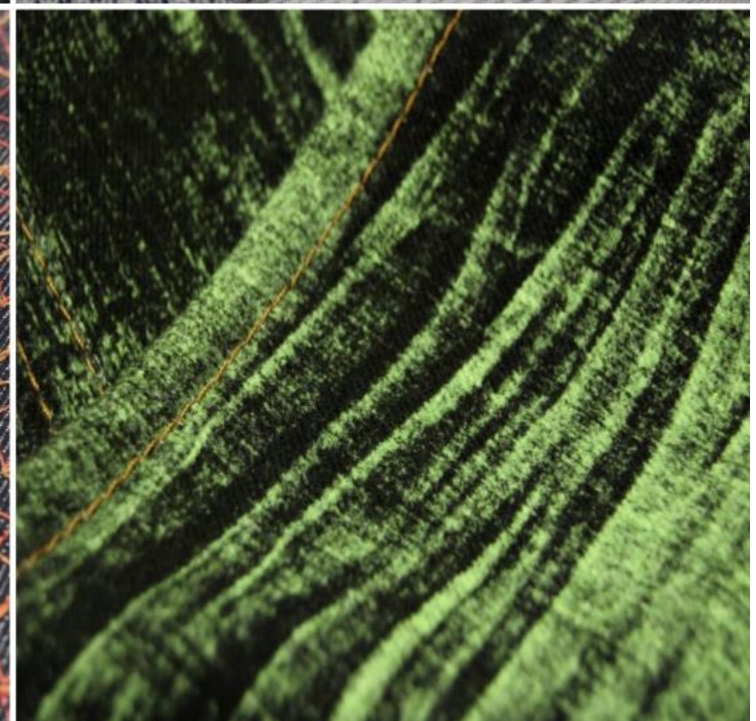
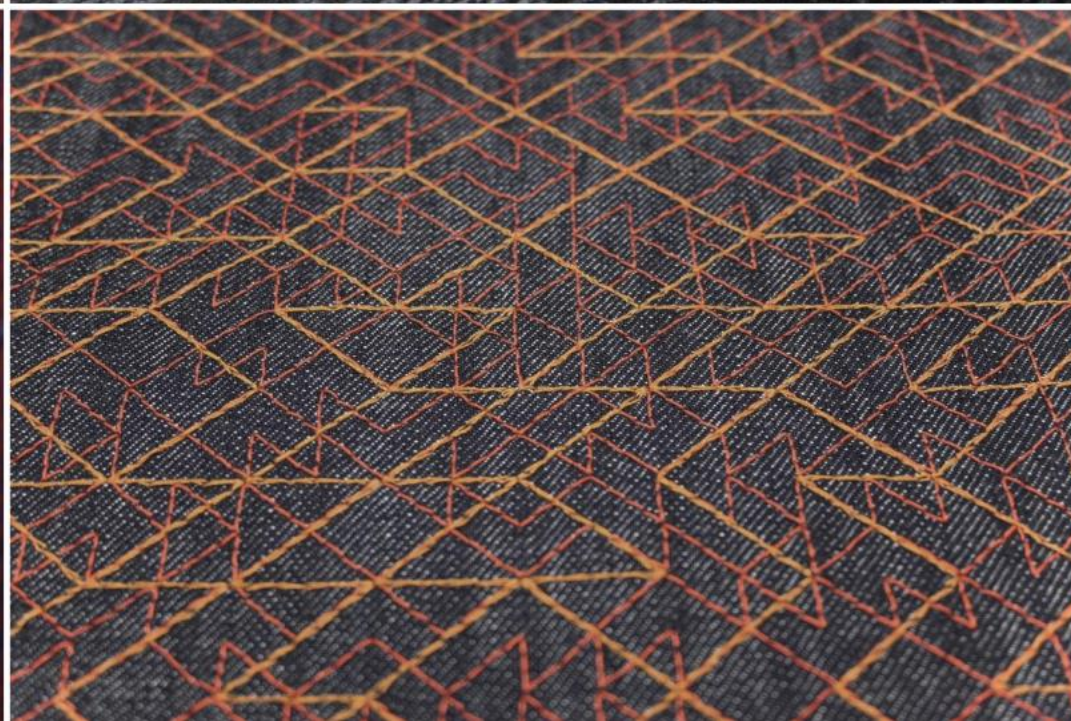
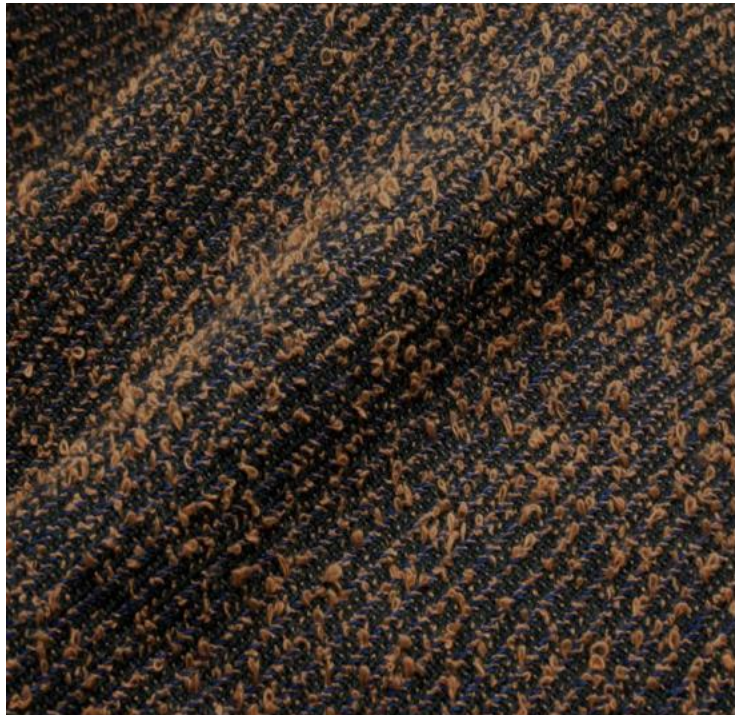
cottonworks.com











**7572-1** Boucle Denim | Ombre Fade

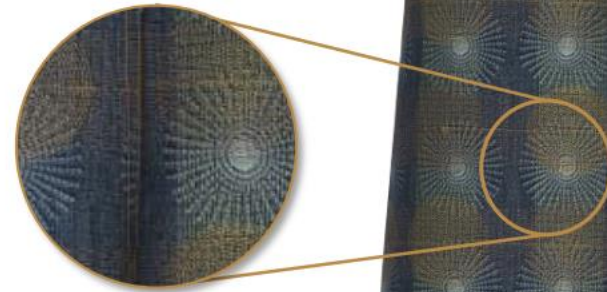


3D GARMENT RENDERINGS



**7578** Laser + Embroidery Embellished Denim

3D GARMENT RENDERING



DENIM – CLO3D inspiration



With hundreds of easily searchable resources, we're your go-to textile tool for discovering what's possible with cotton.

[cottonworks.com](https://cottonworks.com)





# DENIM JEANS

U.S. | consumer shopping trends



# Denim Jeans Market

\$99.6B – 2025 global  
sales (in USD)

**20%** *projected global  
growth 2025-2030*

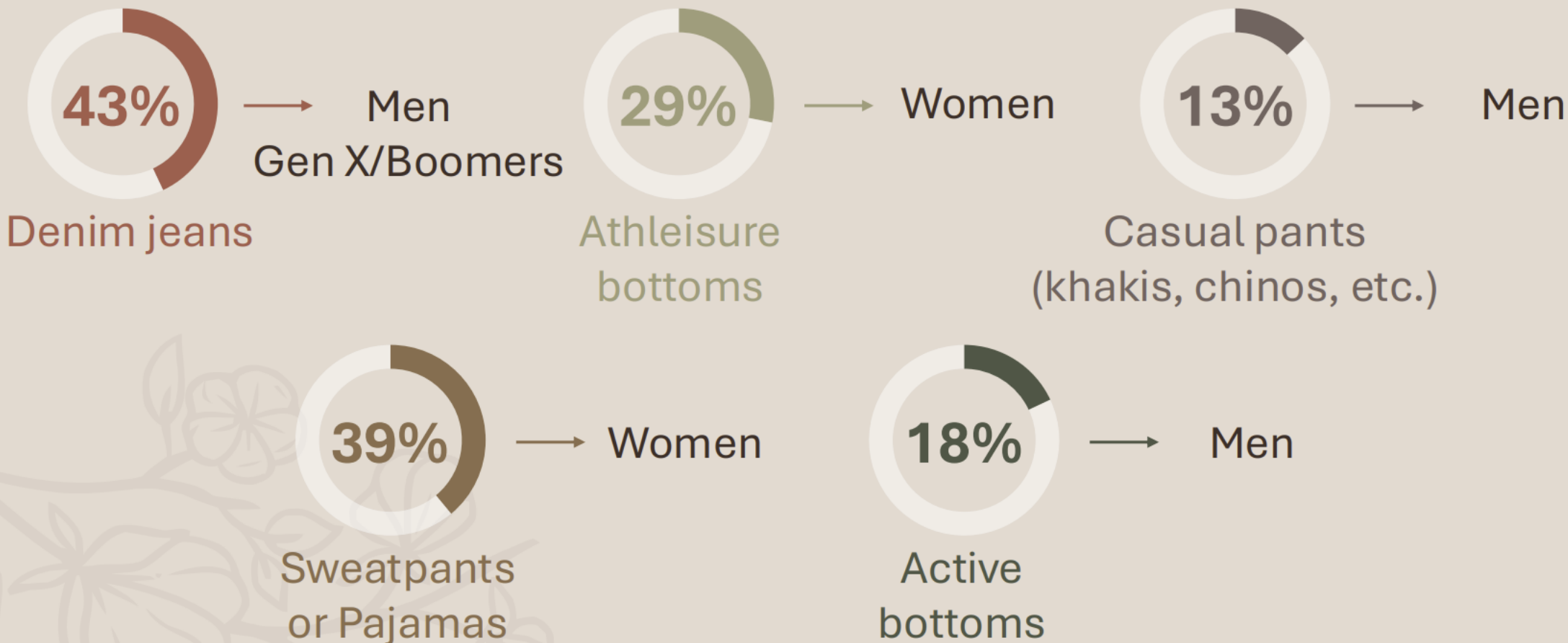


# Most Worn Bottoms

Consumers choose denim most often



*% wore most often in past month*



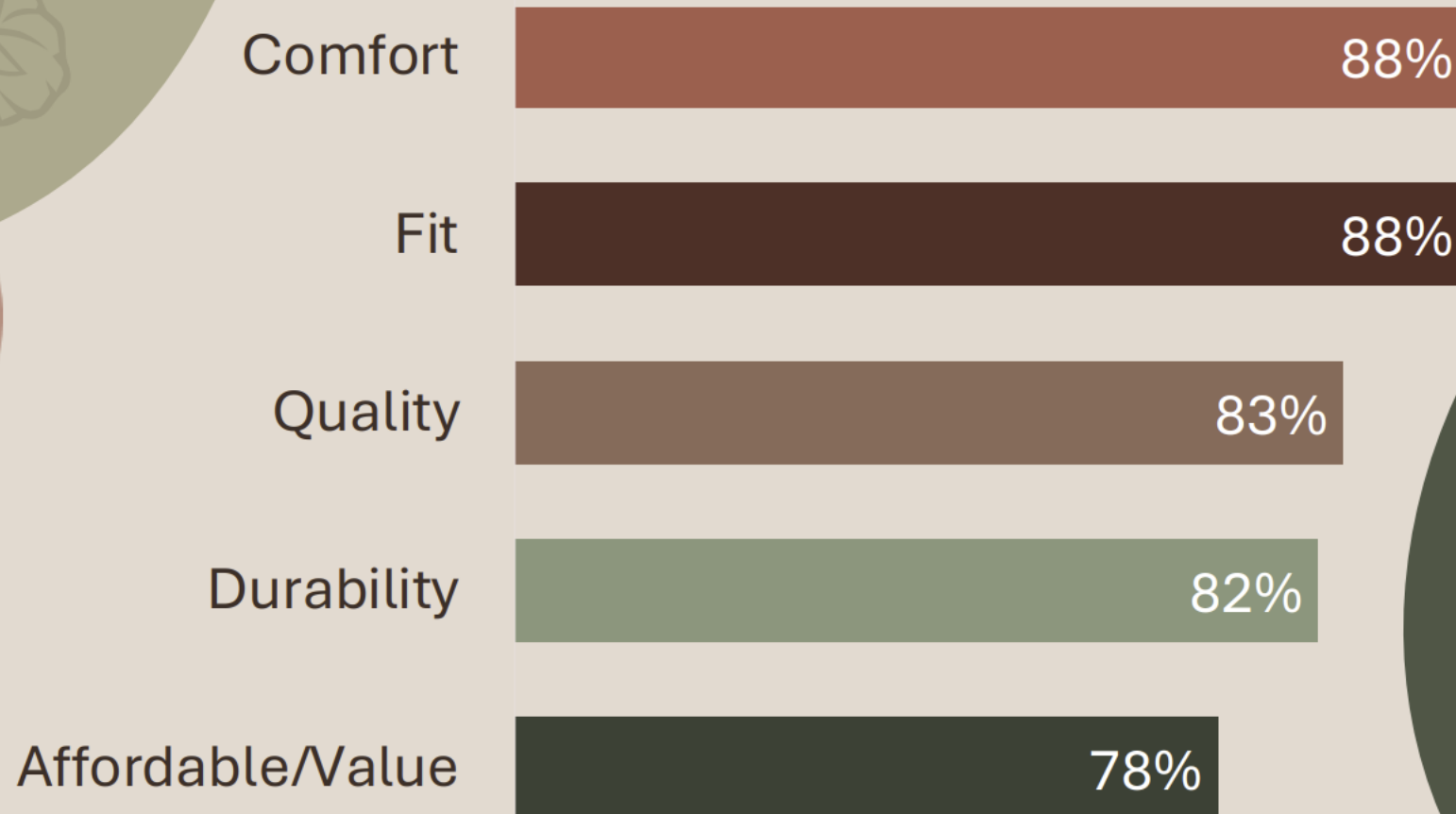
Source: Cotton Incorporated's Consumer Sentiment survey Wave 6 (U.S.), 2026 n=984



# Consumers Look for Comfort and Fit

*When shopping for denim, comfort and fit are essential*

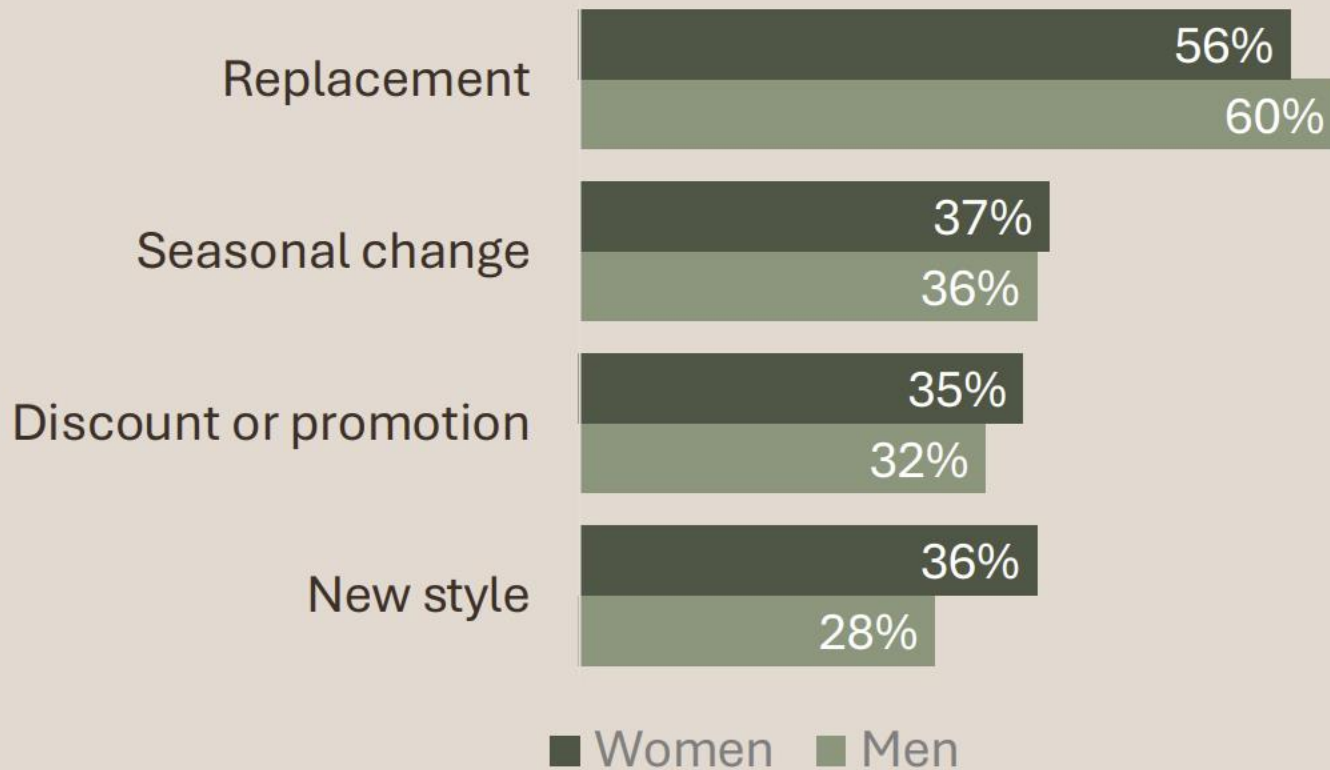
*% say attribute is very important when purchasing denim jeans*



**56%**  
say comfort has  
become a more  
important feature  
over the last year

# Why Buy New Jeans?

*% main reason to shop for denim jeans*



Source: Cotton Incorporated's Global Denim Survey, U.S., n=490-497





# SEAMS

Spring Networking Conference 2026  
Greensboro, North Carolina

## “Redefining the Blueprint of American Denim: Heritage, Craft, and Innovation”

Moderator: Xochil Herrera, The Chicago Pattern Maker



Speakers



**RALEIGH**<sup>®</sup>  
DENIM WORKSHOP

Victor Lytvinenko



 Cotton  
Incorporated

Kristie Rhodes



 **WHITE OAK**  
LEGACY FOUNDATION

Paige Mullis,