Sustainability has never been so cool
In a recent Nielsen study*, 66% of respondents indicated a willingness to pay more for products and services from companies committed to positive social and environmental impact, up from 55% in 2014 and 50% in 2013.

In a recent INVISTA study** of over 1500 men and women across three countries, 75% of respondents were interested in a jean that would help keep them cool in warm weather.

The COOLMAX® brand is a purchase driver – it ranks highest as the technology name that would make consumers most interested in purchasing a summer jean.

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* Nielsen Global Survey of Corporate Social Responsibility and Sustainability, 2015
** Denim & Activewear Study, ICM Research, 2016