



OVS AND ADRIANO GOLDSCHMIED TOGETHER FOR AN INNOVATIVE DENIM PROJECT



Venice, 23rd May 2023 - OVS and Adriano Goldschmied, internationally known as “The Godfather of Denim” are embarking an extraordinary collaboration, beginning in the Fall/Winter 2023 season, featuring a symbolic product: denim.

*“Every year OVS makes and sells about six million pairs of jeans”, says **Stefano Beraldo**, CEO of OVS, “and together with Adriano Goldschmied, we want to further increase the quality of our denim even further. Goldschmied, who has revolutionised techniques and styles in the jeans industry, will enrich OVS with his experience and bring his culture into the company. With him, we will reach higher levels of experimentation, not only in terms of fashion content, but especially in term of sustainability”.*

*“I was struck by the expertise and by the sustainability strategy developed by OVS”, says **Adriano Goldschmied**, “it seemed to me to be driven by a deep sense of responsibility and awareness of how the business needs to evolve. In this case, denim is a real challenge. We have been working with the OVS team on quality products but with a more fashion-based focus, interpreting new trends and trying to come up with suitable answers for a younger range of consumers, proof of the bold, brave desire for innovation of OVS. All with an extremely close attention on more sustainable production techniques.”*

The most significant innovation is the introduction of Blu Infinity, a type of dye developed by Pakistani company *Crescent Bahuman*, which OVS will be using, exclusively for the Italian market, for the FW23 and SS24 seasons, and which is being trialled on a selection of items for men and women. The Blu Infinity colouring process allows significant water savings compared to conventional dyeing methods using indigo (up to 62%) as well as a significant reduction in energy use and CO2 emissions. The commitment of OVS to sustainability in this area goes even further. Since 2019, 100% of our denim is made without potassium permanganate, a substance that is harmful for people and the environment. To create the aged denim effect, we only use treatments that are safe for workers, such as laser technology or biodegradable enzymes. Furthermore thanks to cutting-edge dyeing processes that improve colour absorption, and high-efficiency water treatment systems, we have been able to cut water use to a minimum.

For the F/W 2023 collection, created in collaboration with Adriano Goldschmied, new shapes and volumes for women are emphasised with the introduction of cargo, culottes, and wide leg models, but also sartorial detailing and fits that enhance every typo of silhouette. And for men, the 5-pocket "Selvedge" jeans, the ultimate expression of denim.

OVS Corporate communication & PR

Vania Rinaldi vania.rinaldi@ovs.it - tel. +39 340 1882274
Danila Barbieri danila.barbieri@ovs.it - tel. +39 3454888064