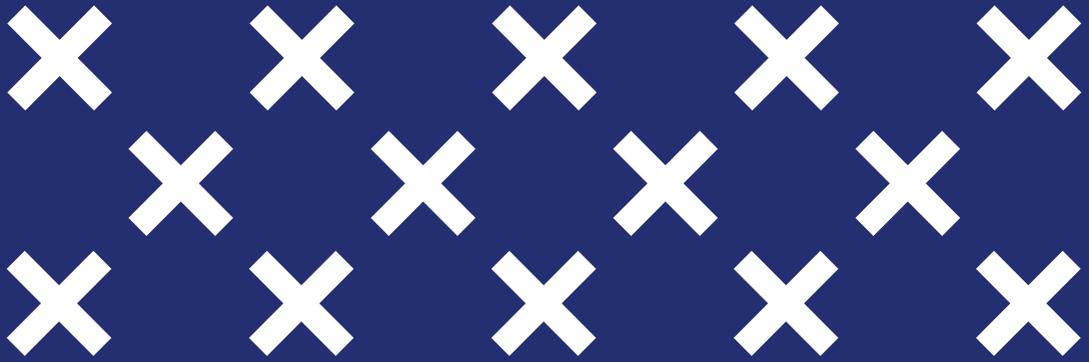


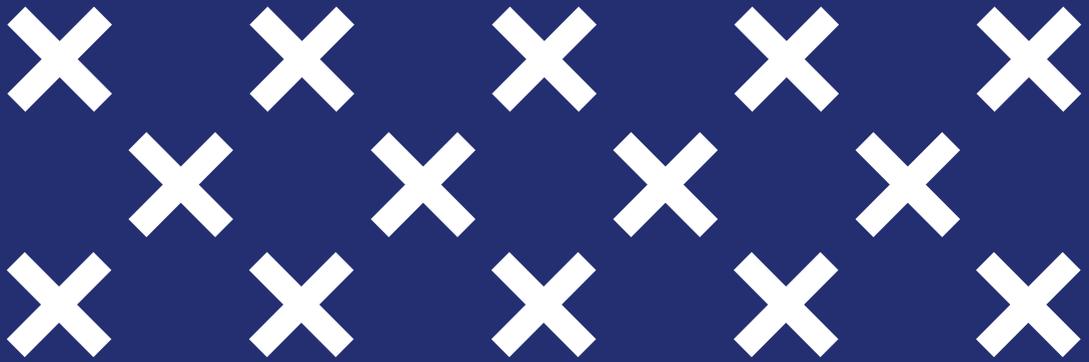
DENIM CITY



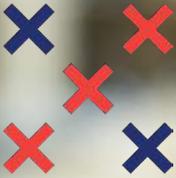
AMSTERDAM



ACADEMY







INTRODUCTION

Denim City is an innovation campus founded by House of Denim Foundation with a clear mission: to connect and inspire our stakeholders, to bring our industry 'Towards a Brighter Blue'. Everything we do is geared to making denim dryer, cleaner and smarter. It is only natural, then that Education is one of our core activities.

House of Denim is an independent, non-profit industry organization that conceives and initiates collaborative projects to connect and inspire key stake holders in the denim industry.

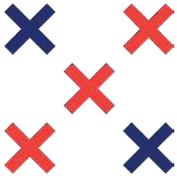
Since our opening in April 2015, we have given numerous ad hoc industry training sessions (to retail, wholesale and brand teams) about a variety of industry related topics, ranging from denim basics to sustainability and laundry. With a growing importance on differentiation and innovation, all functional departments need a higher level of knowledge. Many companies have asked us to offer on-going professional education for their teams.

Based on our experience with Jean School and requests from partner brands, we have decided to develop a larger, more structured program of training and education modules, called Denim City Academy. The Academy will offer a variety of in-depth courses developed for specific professional audiences, from junior level to professional expert level.

Together with our co-founders and partners, we have developed several course modules, with which a tailor-made course can be created, at varying levels and standards.

All courses and workshops are hands-on and interactive, making full use of Denim City's unique facilities: Workshop, Archive (with its collection of iconic garments from various eras and brands), Institute and Blue Lab (our in-house sustainable laundry facility). Passion, inspiration and practical experience combine with theory to ensure maximal learning.





COURSES

DENIM 101 - 1 DAY

A 1-day denim program about “the 10 things you should know about denim but were afraid to ask”

What: denim training. Topics include: history, fit evolution and denim construction and Indigo dyeing, Garment manufacturing, sustainable denim which needs to be less impact-full, laundry and washes and finishes, costs and pricing.

Why: theory & practice in order to have a clear understanding of key industry vocabulary and practices. To be able to define and understand the differences between products and their processes in relation to price, value and sustainable practice;

For example: in a sales context.

Requirements: a passion for denim.

Who: sales reps, retail and wholesale reps.

Our 1-day course includes introductory workshops on laundry and sewing.

DENIM 101 / RETAIL - 2 DAY

A 2-days denim program combined with a retail training. How to use your denim knowledge to become a sales expert.

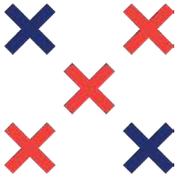
What: denim training Topics include: history, fit evolution and denim construction and Indigo dyeing. Basic retail training formulate the P's of Retail, a tool to improve your skills as denim ambassador. Understanding all P's will ultimately lead to sales experts and retail excellence.

Why: theory & practice in order to have a clear understanding of key industry vocabulary and practices. To be able to define and understand the differences between products. Understanding how to use your knowledge as an extra sales tool.

For example: in a sales context

Requirements: a passion for denim.





COURSES

MAKING BETTER CHOICES - 2 DAYS

2 days of more in-depth knowledge, our so-called professional-level 'master-classes' about key topics and trends.

What: professional denim training, making better choices and decisions in denim development. Topics include: historical and social context, sustainability innovations and options, fabric construction and specifications, manufacturing, laundry, patterns, TS, design and trends and fit evolution.

Calculating backwards; analyzing a denim garment and break it down in all the different topics and details which have been discussed during the theory of this particular course.

Why: introduction to professional understanding of the industrial side of denim.

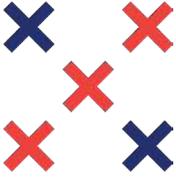
To be able to make better choices and take better decisions in regards to development, production, material selection, sustainable practice, actual costs and efficiency and all new developments in the market.

Be able to have better communication with industry partners, as our industry is changing so fast and our teams need in-depth knowledge about denim.

Requirements: Basic knowledge of textile, garment and/or denim industry.

Who: individuals or groups from design, development or buying departments.





BRIGHTER BLUE

SUSTAINABILITY / 1-DAY or 2-DAYS

1 day or 2 days course depending on the required level of understanding our industries progress into sustainable practice.

In depth training in relation to sustainable practices; where are we today, our industry is in a constant transition. What is actually happening in our industry?

Reducing the use of clean water in all industry processes, the use of cleaner chemicals, saving energy, circular economy versus pre - and post consumer waste, better worker conditions, CO2 footprint and transparency towards consumers. "Engage in dialogue with final consumers"

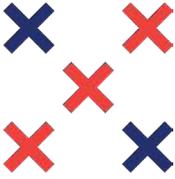
We will focus on our corporate social responsibility (CSR) "code of conducts" and European legislation towards sustainable practice.

Our transition cq. transformation and experience - economy, we live in today. Focusing on other industries to draw parallels between the garment/denim industry and other industries, which are ahead of us; what can we learn from Scandinavia and the new city building initiatives?

Circular Economy; recycle and up and down cycle of used resources.
Certification chaos: NGO's and audits and benchmarking systems.
Waste policies and regulations here and there.

Factory worker-conditions and production-regulation in foreign countries. When we outsource the production to low cost countries, we also outsource the responsibility of the mess we leave behind in these less regulated countries. (River Blue)





LAUNDRY COURSES

LAUNDRY BASICS / 1-DAY

What: General overview of laundry processes, understanding basic denim washes, sustainable solutions and practicing with half legs in the Blue Lab laundry by professionals.

Why: Introduction to the basic laundry processes for better understanding and to improve communication with factory and laundry.

Requirements: Basic knowledge of denim industry.

Who: sales & marketing staff, designers, buyers and product developers. This 1-day course includes introductory workshops on laundry and sewing.

LAUNDRY INDUSTRY / 2-DAYS

What: Specialist training on washes focusing on a large number of varieties of wash options and sustainable alternatives. Get to know most processes of denim washes.

Why: To improve knowledge and understanding of the different wash treatments in order to improve the communication with factory and laundry. Be able to monitor and communicate about all laundry practice in detail in relation to sustainable practice.

Requirements: Basic knowledge of denim industry.

Who: Designers, buyers and product developers.

LAUNDRY ADVANCED / 5-DAYS

What: in depth training course on the link between chemicals and denim fabric. Topics include: history of washes, fabric specifications, laundry processes, basic and advanced washes, tinting, coating, basic chemistry, enzymes, sustainable options and choices like laser and ozone techniques.

Why: to learn how to develop a denim wash design.

To develop efficient, commercial and brighter washes, and to be able to improve communicate with factory and laundry.

Requirements: Basic knowledge of denim industry.

Who: Wash developers, fabric developers, product-managers and buyers.





CUSTOM PROGRAMS

Dedicated customised programmes can also your be provided, incorporating company policies & program senior management, customer service, credit strategy, targeting specific functions (buying, control, design, etc.) and other topics.

Various modules create a complete program which will improve knowledge and skills of your team members to speed-up communication and lead times, grow customer satisfaction and finally result in growing sales.

We work with the best industry experts to improve and develop our courses so that they are always at 'the next level'.

Please contact us for further details and possibilities to create your custom program.





DENIM CITY



SUMMER SCHOOL

A 3 day theory program with intense workshops are followed by a 2 day workshop make your own jeans. You will be working 5 days with denim in a mix of theory and hands on work.

At the end of the week you will walk out the door, with a lot of new knowledge and your own made Denim City Jeans.



DENIM CITY



PARTNERSHIP

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