

A close-up photograph of denim fabric, showing the texture and stitching. A pocket is visible in the upper right, and a seam with a frayed edge is in the lower left. The lighting is dramatic, with deep shadows and bright highlights.

rivet

RIVETANDJEANS.COM

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The blueprint for the denim industry

From mills to runways, Rivet has a pulse on the game-changing designers, innovators and retailers influencing the future of the global denim market.



CONTENT

Rivet readers are always kept informed on what's now and what's next in the fast moving denim industry, from the raw materials transforming collections through the bestsellers driving retail sales—and everything in between.



ONLINE

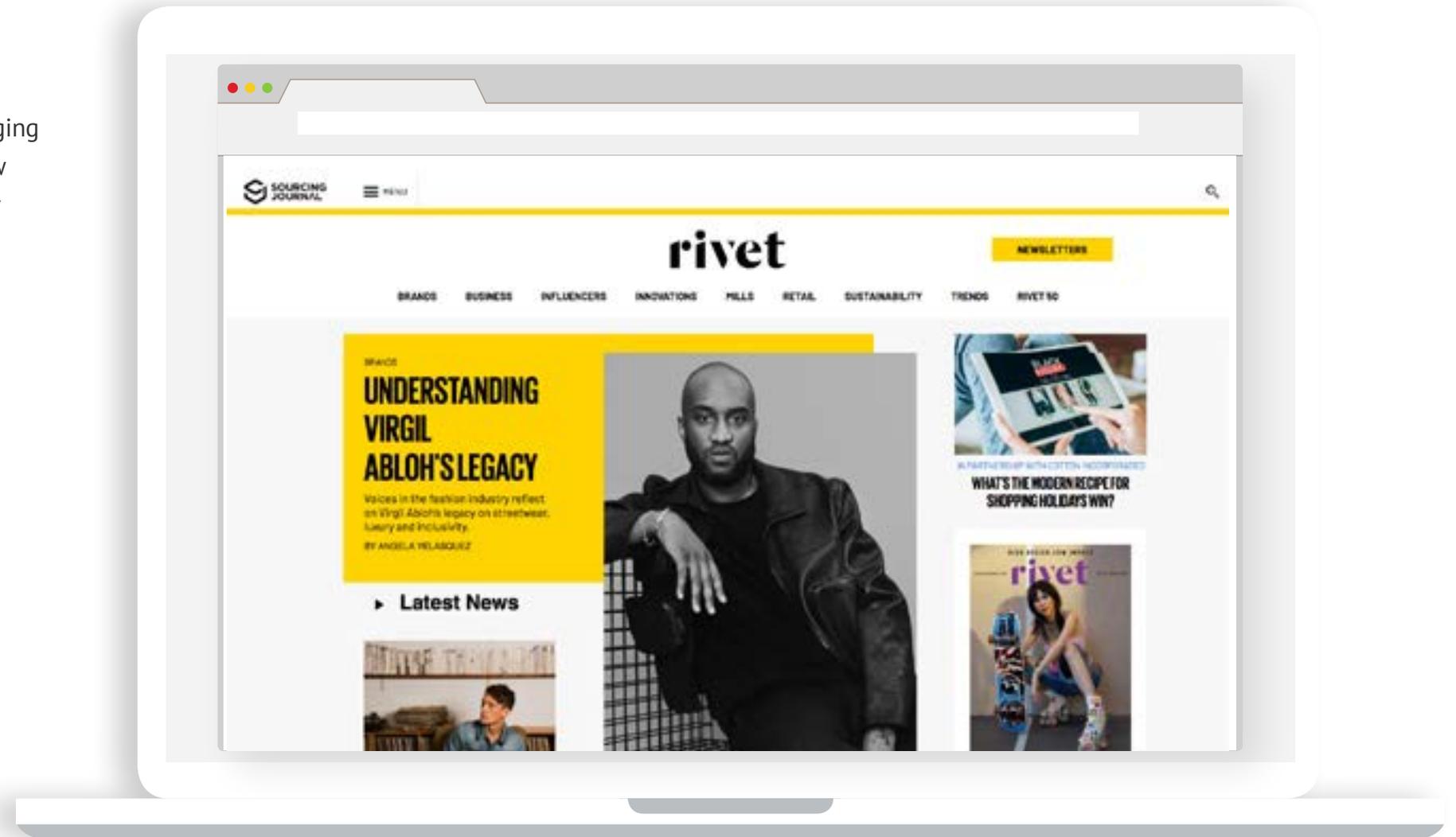
The denim market is constantly reinventing itself for an ever-changing global consumer with fresh designs, the latest innovations and new practices—and rivetandjeans.com is the one-stop resource for daily updates on what’s happening and what’s on the horizon.

80k+

Website Readers

25k+

Newsletter Subscribers





RIVET MAGAZINE

Rivet magazine covers the denim industry from inseams to finishes. Each edition puts a spotlight on the issues that are most relevant to the market today from multiple angles including featurized news pieces, styled shoots to in-depth conversations with key players. Whether talking to the makers or the end consumer, Rivet offers unique access and perspective.

Print Issues

April & October

With global distribution and the shelf life of six months, Rivet's premier printed and digital product will focus on the big picture topics on sustainability, sourcing, fashion, technology and more that are moving the industry forward.

April: Wrangler's 75th anniversary special section
October: Rivet 50 special section

Digital Issues

June

Selling Denim: This issue will examine the ins and outs of selling denim in 2022 and beyond. Content will focus on denim's pivot to digital, the rise of social commerce, how delivery delays are affecting retailers and tips to avoid greenwashing.

November

The Age Issue: This issue will look at the buying power and style preferences and habits of Boomers, Gen X, millennials and Gen Z. Topics will include interviews with brands/retailers that have an expertise in tailoring their collections, messages and shopping experiences to each generation.

RESPONSIBILITY

PEOPLE + PLANET

Intersectional environmentalism—what does it mean for the denim industry?

...LARRY ROSENBERG

Sustainability has become a buzzword in the denim industry, but it's not always clear what it means. Some brands are using it as a marketing tool, while others are using it as a guide to create a more responsible and ethical supply chain. In this special section, we explore the intersection of environmentalism and social justice, and how they can be used to create a more sustainable and ethical denim industry.

BRANDS ARE STILL USING SUSTAINABILITY AS A BOX-TICKING EXERCISE...
—GEMMA MILES, EDITOR

These individuals and "we" have been at the center of the denim industry for decades. They are the ones who have shaped the denim industry, and they are the ones who are still shaping it today. They are the ones who have made denim a part of our lives, and they are the ones who are still making it a part of our lives today.

DON'T CALL IT A COME BACK

Strong-willed and unflappable, New York's fashion and retail sectors are ready to navigate life after the coronavirus.

...LARRY ROSENBERG

New York City is high on our minds. It's the city that never sleeps, the city that is always on the move. It's the city that has shaped the denim industry, and it's the city that is still shaping it today. It's the city that has made denim a part of our lives, and it's the city that is still making it a part of our lives today.

PHOTOGRAPHY BY [Name]

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RIVET EDIT CALENDAR

January

FOCUS AREAS: 2021 forecast; Men's collections

February

FOCUS AREAS: Black History Month; Bluezone; Project Las Vegas

March

FOCUS AREAS: Women's History Month; Women's collections

April

FOCUS AREAS: Sustainability; Fabric innovations

RIVET MAGAZINE

PUBLISH DATE: APRIL 4

May

FOCUS AREAS: Designing for Gen Z values

IN SEASON LOOK BOOK

PUBLISH DATE: MAY 11

June

FOCUS AREAS: Retail innovations

RIVET MAGAZINE

PUBLISH DATE: JUNE 14

July

FOCUS AREAS: MEN'S COLLECTIONS; VINTAGE AND RESALE

August

FOCUS AREAS: New brands; Project Las Vegas

September

FOCUS AREAS: Women's collections; Bluezone

October

FOCUS AREAS: Sustainability; Fabric innovations

2022 RIVET 50

PUBLISH DATE: OCTOBER 4

RIVET MAGAZINE

PUBLISH DATE: OCTOBER 11

November

FOCUS AREAS: Supply chain innovation

RIVET MAGAZINE

PUBLISH DATE: NOVEMBER 15

ROUNDTABLE: Chasing Net-Zero

December

FOCUS AREAS: Holiday shopping guides; Year in Review

IN SEASON LOOK BOOK

PUBLISH DATE: DECEMBER 6

LA3C

About: LA3C is Los Angeles's Premiere Culture and Creativity Festival. The multi-day event will bring together creators, artists and LA's emerging talent in new and highly interactive formats and live experiences across entertainment, music, food, art, fashion and sports.

Mission: LA3C is a celebration of Los Angeles's rich culture and community. This will be the first festival of its kind to fortify a city that combines diverse talent and culture like no other, while engaging with organizations solving some of the city's most pressing challenges.



WEBINAR CALENDAR

Nearshoring Boom: Myth or Reality?

FEBRUARY

This webinar, held in conjunction with Sourcing Journal, will take a comprehensive look at whether the decades old promise on nearshoring is finally coming to fruition. The latest import data to the US has shown an impressive spike from several countries south of the U.S. This event will point out the hot spots and opportunities while also offering a closer examination of the challenges and benefits, both legal and logistic, with sourcing close to home.

Sustainability FAQ Webinar

JUNE

Selling sustainable denim requires a new set of skills and knowledge. In this webinar, a group of experts will advise retailers on the sustainable qualities to look for while placing orders, the questions to ask brands and tips on how to translate this information to their sales staff and consumers.



LOOKBOOK

In Season

MAY + DECEMBER

With shows on hold, the market has lost an essential element of community and tactility. In Season is a visual guide to the next season's of denim fabrics that serves as a substitute showcase for buyers and brands. The look book is a catalog of the latest denim fabrics and trims from businesses both large and small as well as a trend guide for the coming season.

BOSSA

TURKEY

Key Fibers: Hemp, soybean, Polyester, Nasa, GOTS, Supima, Indigo, recycled polyester, recycled elastane, recycled cotton

On minimizing the mill's impact on climate change: Rivet's mill in Turkey uses 100% green energy. We've made investments for producing high-quality recycled denim. We've developed a wastewater recycling system. Since 2017 we have used all our denim waste in our denim. We have also adopted several production aimed at reducing our environmental impact, including energy efficiency, water saving, process engineering, collaboration, verification and ecological design.

On Indigo: We are working toward zero water with Suedite and Suedite+ concepts. Suedite uses 80 percent less water compared to conventional dipping. Suedite+ has the same savings and boasts a 77 percent water saving in the finishing process. All the values of the savings were measured and reported by Sustainable Apparel Coalition. Rivet is also working on the environmental impact of garment finishing. Bossa and Bossa made specially for this technology. The fabric is sustainable, water-saving technology by Rivet and fabric is by Bossa made specially for this technology. The fabric is sustainable, water-saving technology is water- and laser-friendly.

On buying: Our 2022 commitments are more consultation and involvement in the purchases they make. They own transparency and traceability to help in making their decisions. Some partners with F100 to provide trust, transparency and traceability in the industry. We are also using life cycle assessment (LCA) to analyze the footprint associated with the entire life cycle of a product or service, usually from cradle to grave.

REBIRTH
FUTURE HEALING
NOMADIC SOUL



MATERIAL SELECTION



Cotton Incorporated product development team is introducing new denim innovation in the FIBERACT™ fabric line. These include denim with sustainability in mind, such as the 100 percent cotton ridge denim with onyx plant, achieved by laser etching the full width of the fabric, and with a natural finish.

Cotton Incorporated brought you the world's first denim line with 100% high level of denim, which is the first denim in a 100 percent cotton fabric in a garment, including denim that has an onyx plant-based fabric. This denim line also allows for reduced water in denim finishing, less energy and less waste.

FIBERACT™ also includes examples of denim created with FIBERACT™ dye, which is made from cotton biomass. It's using agricultural waste as a sustainable pigment in addition to the impact of the denim.

For more information on the performance features in their jeans, the FIBERACT™ fabric line includes denim that is made with sustainable cotton from the FIBERACT™ denim line, which is made with 100% cotton and 100% recycled denim.

Cotton Incorporated provides the comfort and texture that consumers love, paired with a durable, long-lasting denim that is made with sustainable cotton. While the process is still in progress, we think for denim, the pandemic-proof wardrobe might be here to stay.

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F/W 22-23

IN SEASON
DENIM & TRIMS
LOOK BOOK

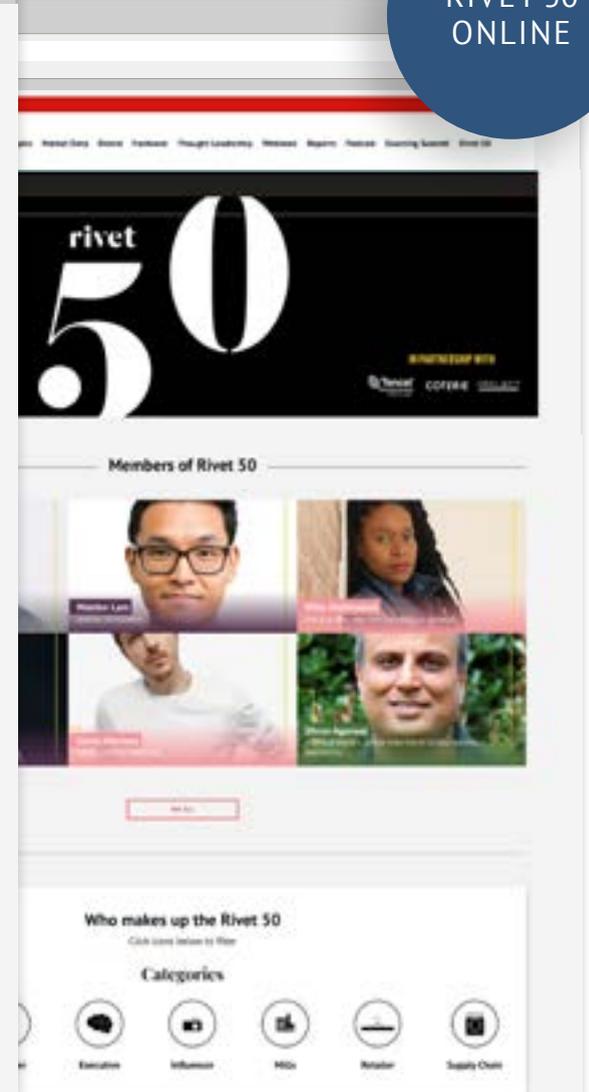
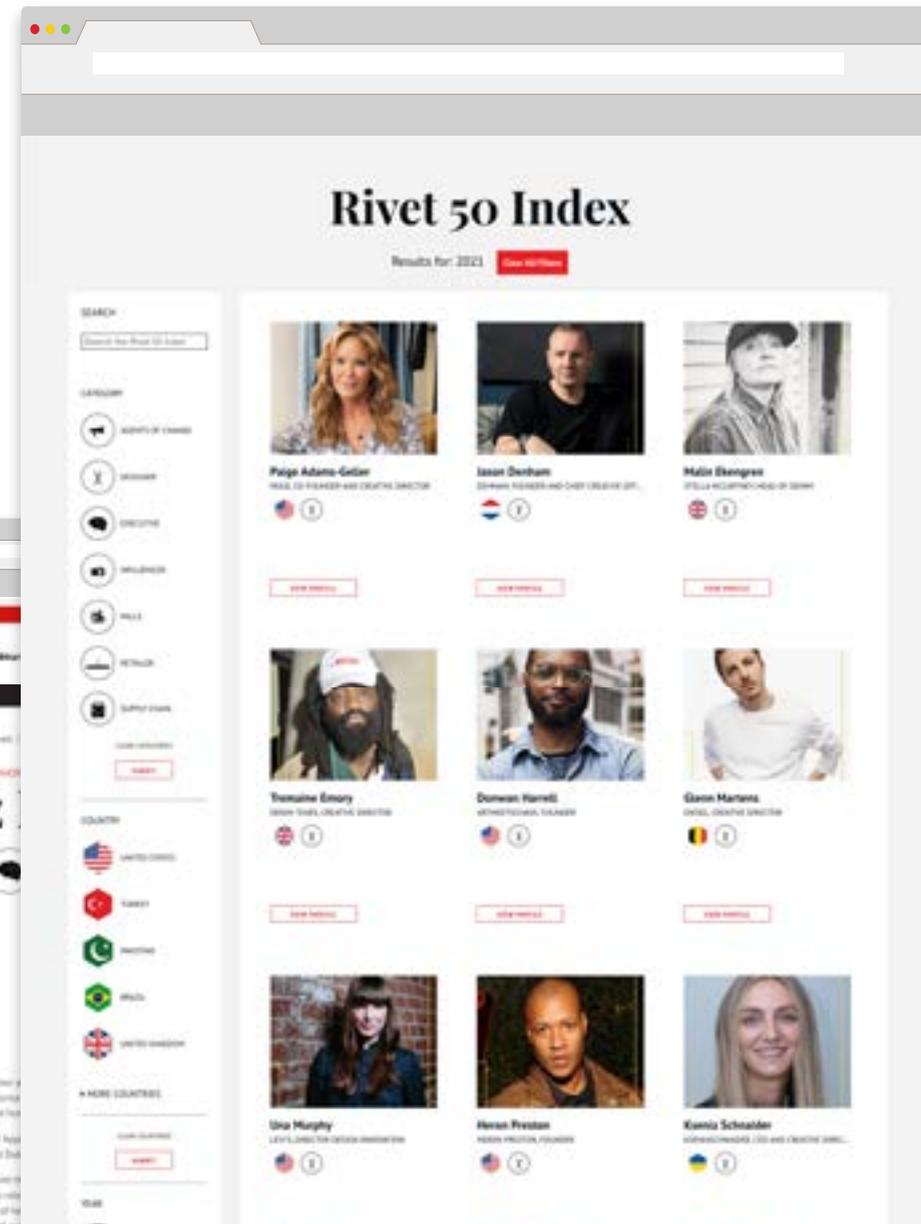
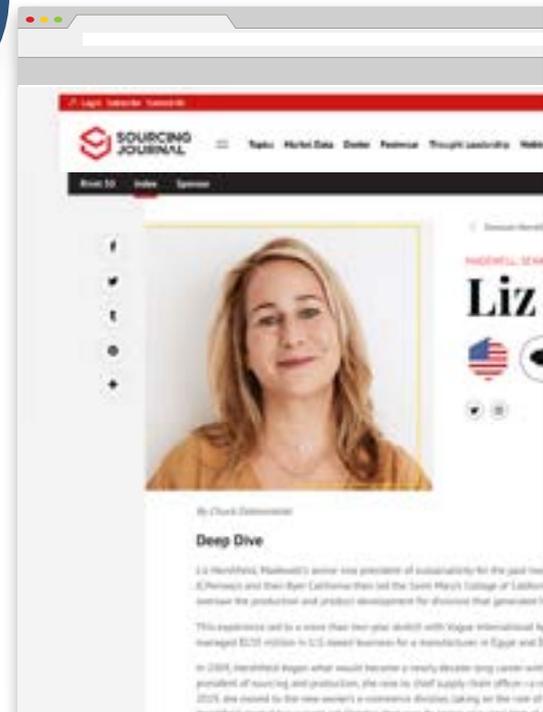
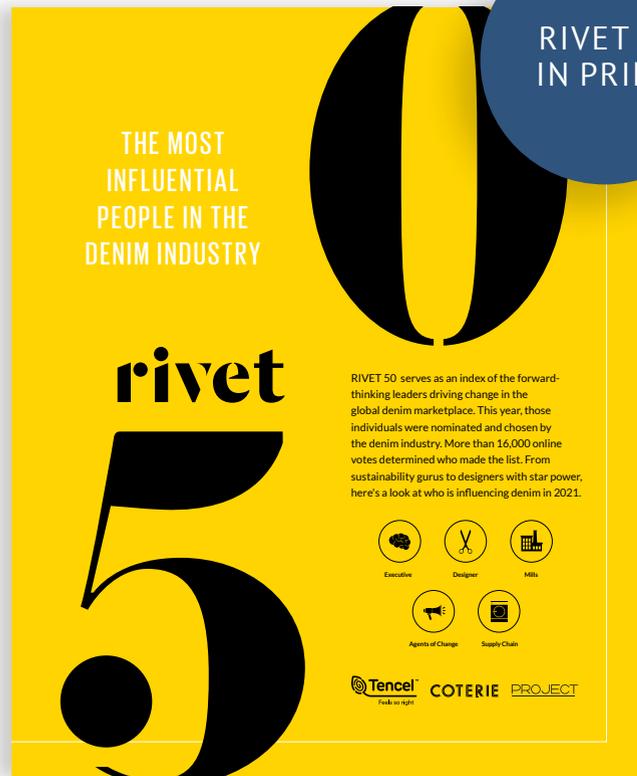
RIVET 50

Rivet's Influential 50 is an index of the most creative and forward-thinking leaders driving the global jeanswear industry. The Influential 50 represent the upward direction the denim community strives for with each new collection, innovation and technology.

New in 2022: Rivet 50 The Event

RIVET 50 ONLINE

RIVET 50 IN PRINT



THANK YOU

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