

# FROM SOIL TO STYLE



**WeAr Denim** spoke with **Bossa** about denim's role in its business, the inspirations behind its new collection, and how the company is linking innovation with sustainability.

**How central is denim to Bossa's business today, and how has that role changed in the last five years?**

Denim remains at the core of Bossa's identity. It is not just a product but the foundation of our global partnerships. In the past five years, denim has shifted from being treated as a commodity to becoming a platform for innovation, creativity, and sustainability. We have advanced yarn blends, pioneered dyeing techniques that cut water and chemical use, and embedded circular design thinking into every stage of production. Today, denim – the heartbeat of Bossa – is elevated, more purposeful, and central to the future of fashion.

**Tell us about the three concepts of the new collection.**

This season's collection is built around three narratives. Pieced Together is inspired by imperfection and reconstruction. It celebrates denim as a medium for individuality and circularity, using patchwork aesthetics and reuse-inspired fabrics. Saturday Night Indigo nods to the glamour of disco-era style, exploring bold indigo depths with metallic notes, shiny finishes, and playful, nightlife-inspired details. The Art of Nature draws from organic inspiration, blending hemp, Tencel, viscose, and linen with natural dye techniques and soft, fresh finishes.

**What are Bossa's most important recent innovations?**

A major achievement is our fancy woven denim with multidimensional character, created using melange yarns and dyeing processes that consume far less water

and fewer chemicals. Most of our electricity now comes from solar energy, further reducing our footprint. Equally important is our regenerative farm initiative, which supports farmers in transitioning from conventional to regenerative practices to improve soil health and biodiversity. By connecting agriculture and textile innovation, we ensure denim's positive impact begins at the source.

**How do you help brands balance performance with lower impact fibers and finishes?**

Our Ready2Wear concept delivers denim with very low shrinkage during garment production, along with excellent stretch and recovery. Through specialized weaving and techniques, we reduce resource-intensive garment finishing while maintaining durability and fit. Combined with low impact fibers and dyeing methods, brands achieve strong performance with a lighter footprint.

**How can brands convey the sustainability story most credibly beyond marketing statements?**

The key is grounding the story in regenerative agriculture and measurable transparency. Showing how soil health improves, biodiversity increases, and carbon is captured connects denim back to the land. Platforms like **Renoon** allow brands to share LCA data, soil metrics, and supply chain traceability in accessible ways. When sustainability is supported by proof points and the real stories of farmers and makers, it becomes authentic and trusted.

