



KIDS

SPRING & SUMMER 2019



COLORADO
DENIM

ABOUT OUR BRAND

COLORADO DENIM, pure denim. Since 1976, the brand has passionately devoted itself to the coolest fabric in the world: denim!

Denim for COLORADO DENIM is not just a blue cotton fabric. Denim is sexy, liberal, unisex, versatile, changeable, indestructible, rough, tough, iconic, classic, natural and wild.

All this stays true to COLORADO DENIM's deep DNA and history and shows this in the spring/summer collection 2019 for women, men and kids. Inspired by the spirit of the times, the brand, which also offers tops and jackets in addition to jeans, relies on long-lasting looks.







SMART COUNTRY



SPRING & SUMMER







KIDS COLLECTION

Summertime is the most beautiful time of the year! The children in particular enjoy the days in the open air with sunshine and playful outdoor hours. The new COLORADO DENIM collection for kids will take them on a countryside discovery tour: the sun-bleached colors range from yellow to intense blue to pink.

The COLORADO DENIM GIRLS wear t-shirts with cute bee and butterfly prints and all sorts of fruits and vegetables from the garden. Girlish floral all-over prints and playful details with embroidery complete the look.

For the BOYS there are t-shirts with truck and pickup motifs. Also a buffalo has left his mark on a t-shirt. Suitable for the country boys are cargo bermudas, where you can hide your secret things. Happy Country life!



SUMMERTIME AND THE LIVIN' IS EASY







SUM
MER
TIME





CORPORATE SOCIAL RESPONSIBILITY



Corporate responsibility towards mankind and environment has a high priority at COLORADO DENIM. With our sustainable approach in the entire value chain, we improve the social and ecological criteria in the long term. An important milestone has already been set by our membership in amfori BSCI (Business Social Compliance Initiative) & amfori BEPI (Business Environmental Performance Initiative) and the Bangladesh Building and Fire Accord, which is also supported by our suppliers and partners. As a forward-looking brand, COLORADO DENIM is working continually to improve and develop its Corporate Social Responsibility policies. For example, selected products from our product range have been already produced under the ambitious organic cotton standard GOTS (Global Organic Textile Standard).

Our efforts to protect the environment constantly drives us to develop programs with our business partners that will lead to more water and energy savings in the future and to be able to meet the ecological standard always up to the highest level. We can look with satisfaction to what has been already achieved. Nevertheless, we always set us new goals which we pursue with great commitment and attention to implement them in the long term.

More information about our commitment to Fair Fashion can be found at <http://www.eco-facts.eu>

BORN TO RIDE.
COLORADO
DENIM 1976
EST.  ADVENTURE AWAITS.



COLORADO
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