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Neela by Sapphire and Recover™ Unveil Sustainable Recycled Denim Collection.



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This season, Neela by Sapphire Fibres, a sustainable denim mill, has partnered with materials science company Recover™ to launch an innovative denim collection focused on circularity, featuring Recover's physical tracer technology.

The collection is crafted from three unique fabrics that blend Recover's proprietary RCotton and RDenim fibers with conventional cotton and modal. This combination highlights the versatility of Recover's fibers when blended with various materials, offering the same softness and comfort as traditional denim—without compromising on sustainability while maintaining an authentic denim look.

A major highlight of the collection is its zero-dyeing approach, made possible by Recover's embedded fiber technology. By blending RDenim and RCotton Black with modal, the collection achieves rich denim shades of blue and black—without the use of indigo rope dyeing. Unlike conventional denim, which requires extensive washing to achieve desired finishes, these fabrics eliminate the need for additional laundry processes, significantly conserving water and energy while preserving core denim aesthetics.

Thanks to Recover's physical tracer, the presence of Recover fibers in the final garment can be verified using a scanner, adding a new level of traceability and transparency to the supply chain.

The capsule collection includes three striking denim shades, baby blue, medium blue, and black/grey, with each color available in three different fabric constructions. Some of these fabrics feature Neela's Purify 2.0 indigo dyeing process, a breakthrough technique that uses 90% less water, energy and chemicals, and is BluWin certified (third-party accreditation).

The collection will debut at the Kingpins Show Amsterdam 16-17th April 2025. For more details, visit Neela at the Yellow Area, Booth E.

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About Neela by Sapphire Fibres

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Neela by Sapphire Fibres is a denim division by Sapphire group established in 2016, Lahore Pakistan. Operating as a fully integrated fabric manufacturing mill, Neela boasts a remarkable production capacity of 1.8 million meters of denim fabric monthly.

The state-of-the-art spinning facilities and cutting-edge fabric developments underscore Neela's commitment to ethical manufacturing. With a diversified portfolio and customers across the US and Europe, Neela's fabric range showcases a fresh and innovative design approach, offering a diverse range of denim fabrics, each reflecting a unique approach to fabric design.

About Recover™

Contact: press@recoverfiber.com

Recover™ is a leading materials science company and global producer of low-impact, high-quality recycled cotton fiber and cotton fiber blends. Its premium, environmentally friendly, cost-competitive products are created in partnership with the supply chain for global retailers and brands, offering a sustainable solution to close the loop on fashion. As a fourth-generation, family-owned company with a 75-year history in the textile industry, Recover is on a mission to scale its proprietary technology to make a lasting positive impact on the environment and partner with brands/retailers and other change makers to meet the industry's sustainability targets. For more information, visit www.recoverfiber.com and follow @recoverfiber on social media.