



Pioneer Denim by
Adriano Goldschmied

THE MATERIALS

Pioneer Denim and Adriano Goldschmied debut unique denim couture capsule

by Maria Cristina Pavarini — June 19, 2025

During the last edition of Pitti Uomo, the global textile specialist Pioneer Denim disclosed how much more versatile, sophisticated, responsible and supportive the blue cloth can be.

For the special project the Pioneer Denim involved denim guru, AKA the Godfather of Denim, Adriano Goldschmied designing and creating a special capsule collection of couture denim pieces featuring different denims treated with special, lower impact treatments by Italian chemical specialist Soko.



GALLERY

Pioneer Denim by Adriano Goldschmied

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Within the project "Pioneer Denim and friends for Amref" launched during Pitti, three other key Italian companies using a denim donated by Pioneer Denim and made with African cotton has given life to special design objects--each one by a specialist in their own field--like Oceano Oltreluce for lamps, Pianegonda for jewels and Sturlini for sneakers, and a percentage for each of these products' sale will go to Amref supporting African populations in need.

Making denim innovators meet with special personalities as Goldschmied, while involving all other players to create and think, has recalled great attention and appreciation among insiders looking for inspiration from another great project supported by Pioneer Denim's competence in fabrics, Goldschmied's indigogoldfinger and Soko's expertise in low-impact treatments.



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Discover how the capsule looks like while showing another new dimension of denim versatility that never stops fascinating and intrigue Toile de-Nimes' multifaceted beauty.