

# PRESS RELEASE

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**Transformers Foundation Announces Transformers STRATA:** A collective effort to elevate the conversation and create a blueprint for a cleaner, safer and sustainable future; **a Live Event in Amsterdam.**

## LIVE EVENT DETAILS

**Date:** Tuesday, April 15, 2025

**Time:** 9:30 AM – 1:30 PM CEST

**Location:** De Hallen – Studio 3

**Address:** Hannie Dankbaarpassage 18, 1053 RT Amsterdam

**Website:** [www.dehallenstudios.nl](http://www.dehallenstudios.nl)

The denim industry is built on many strata—layers of expertise, experience, and innovation. This event brings those layers together for a morning of conversation, collaboration, workshops, and inspiration.

## SPEAKERS:

Alberto De Conti at RUDOLF HUB 1922 srl

Giorgio Morandin at SIP-ITALY

Maximilian Daebel at OTTO STADTLANDER GmbH

Mandy Hobusch & Irene Shih at NORDICBLUE

Jennifer Thompson at COLOURIZD

## GRAPHIC:

 PRESS Transformers STRATA

## Transformers STRATA

A collective effort to elevate the conversation and create a blueprint for a cleaner, safer and sustainable future.

Some jeans makers are shifting their manufacturing practices to be more sustainable, responsible and ethical. Denim mills, manufacturers and suppliers are pushing this cycle forward with the development of new technologies to eliminate or

reduce harmful inputs and are reconsidering the entire denim process with circularity in mind.

STRATA is the next phase in the Transformers Foundation's mission to build a more sustainable future across the entire denim industry continuum – from farm and fiber to mill and factory to wash and finishing and ultimately to the end consumer.

This pioneering event will explore the latest innovations and advancements in responsible denim manufacturing. Bringing together industry leaders, innovators, and sustainability advocates, the event provides a platform to showcase breakthroughs in fiber development, chemical processes, weaving technologies and dyeing techniques. STRATA aims to inspire collaboration and drive the transition toward a more sustainable denim industry.

"Over the course of my career in denim, I have watched innovations in materials and machinery transform the way jeans are made," said Andrew Olah, founder of Kingpins and Kingpins Transformers, which became an independent entity, Transformers Foundation, in 2020. "Manufacturers are under enormous pressure to be financially competitive while at the same time setting and striving to meet sustainability goals. This work is hard and it gets increasingly difficult without the participation of everyone in the chain, including consumers. But Transformers believes it is the right thing to do and has created STRATA to bring together all parts of the denim industry to share current developments and find a path forward..."