

APPAREL AND ACCESSORIES

Loro Piana tackles luxury textiles, debuts CashDenim' fabric

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In the case of "CashDenim," cross-cultural craftsmanship enables innovation. Image credit: LVMH/Loro Piana

By AMIRAH KEATON

Italian luxury cashmere clothing brand Loro Piana is mixing materials in pursuit of the ultimate luxury.

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The brand is celebrating the creation of a new material dubbed "CashDenim," comprised of a technical 60 percent denim and 40 percent cashmere combination. The first-of-its-kind creation fuses the expertise of Italian artisans and Japanese jean manufacturers, in a campaign powered by the innovative blend.

Loro Piana unlocks new levels of luxury

The industry's cashmere leader seeks a new level of Loro Piana luxury with the debut of "CashDenim."

Grounding its fall/winter 2022-2023 collection, the brand sought to elevate everyday pieces to the fullest extent.

The mixed-medium material required the use of vintage looms, rare among modern-day textile factories, per a brand statement. This season's jeans and jacket both feature the special fabric.

Its production, heavily influenced by skilled Japanese custodians of exceptional savior faire hailing from the nation's Bingo region, is detailed in a digital drop.

Therein, cross-cultural craftsmanship enables innovation.

Loro Piana launches CashDenim, a fabric combining both denim and cashmere, created in a rare knowledge-exchange between Loro Piana Italian artisans and Japanese denim manufacturing experts.

Learn More: <https://t.co/0PUXCcTEHR> #LVMH #LoroPiana pic.twitter.com/aRrrWjwJ8I

LVMH (@LVMH) [November 21, 2022](#)

Propped up by parent company LVMH, the video enlists help from Loro Piana employees tasked with production no small feat.

"The objective of this season for our style office has been to find an everyday common fabric like denim and make it a Loro Piana fabric," muses a brand representative in Italian.

The woman explains that research started with the search for a partner. Qualifications included an aligned approach to artisanship and a concurrent vision.

"We found it in Japan, where denim is a tradition that has a unique story," the clip's narrator continues.

In the case of "CashDenim," Loro Piana's production lay in the hands of a family-owned business.



An up-close shot of Loro Piana's coveted cloth. Image credit: LVMH/Loro Piana

An artisan hailing from the Japanese business recalls hearing the sounds of the loom as a child, signaling a deep dedication to principled garment development.

"You see, my machines are more than 50 years old," he shares.

"But with maintenance and a few tricks, I managed to keep them in working condition."

Throughout his remarks, team members are shown combing yarn and weaving delicate mixes to Loro Piana's preferred caliber of cloth, soft in texture and incomparable to thicker fabrications like cotton, according to its manufacturers.

Back in Italy, the clip's original narrator receives fabric samples.



"CashDenim" is inspected upon arrival in Italy. Image credit: LVMH/Loro Piana

A roll is unfurled onto a wooden table, as the designer cites the softness of its composition, verifying success for the brand's desired impact.

In head-to-toe garments, a model gaits about, daring to redefine the Canadian tuxedo as Loro Piana's clip comes to a close.

Crafting comfort

With its latest effort, Loro Piana cements its place as the proprietor of comfort once more.

The label, a quintessential leader of quiet luxury, specializes in the use of natural fibers. It continued to embrace the art of fluid construction, a concept grazed in the promotion of its fall/winter 2022 collection ([see story](#)).

Last year, the brand extended its efforts to the royal realm.

In February of 2021, Loro Piana collaborated with Princess Elisabeth von Thurn und Taxis in a styling campaign around one of its most unique and rare materializations for the ultralight vicuna sweater in pastel colorways ([see story](#)).

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