

MACK WELDON LAUNCHES WORLD-FIRST JEANS

BY ALEXANDRA HARRELL | SEPTEMBER 29, 2023 9:06AM



MACK WELDON DENIM. MACK WELDON



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[Mack Weldon](#) wanted to be sure its very first denim offered something special.

The New York City-based menswear brand worked with [Noble Biomaterials](#), the [antimicrobial solutions provider](#), on the direct-to-consumer launch of Silver Denim—the first jeans made with [Noble's Ionic+](#) Silver woven directly into the fabric.

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“Denim is a staple in every guy’s wardrobe and therefore something we’ve been interested in for a while,” [Brian Berger](#), founder and CEO of Mack Weldon, said. “The challenge we gave ourselves was how can we deliver real Mack Weldon innovation in this very crowded category. We found the answer in a core material technology that we use in our premium Silver line of underwear and T-shirts.”

The Silver Denim collection was developed in collaboration with [Cone Denim](#) and Noble Biomaterials, a longtime partner to Mack Weldon. Together, the trio

created a first-of-its-kind silver-infused, ring-spun cotton selvedge denim guaranteed to stay odor-free for its lifespan.

“By working with our partners at Noble and Cone, we were able to combine Ionic+ Silver technology with the best denim material to create something totally unique in the market,” Berger said. “In addition to being naturally antimicrobial, our 10-ounce denim is the perfect year-round weight and has just the right amount of stretch so there’s no bagging or sagging, just unfettered comfort and mobility. Our washing process also uses an eco-friendly, waterless’ [ozone rinse](#)’ to lock in the natural dyes and give the jeans a premium raw look while minimizing water consumption.”



The Ionic+ technology releases silver ions from the Ionic+ yarn woven into the denim fabric. Silver ions are released when moisture such as sweat is present, and they combat negatively charged ions in bacteria. This helps inhibit the microbial impacts that make clothes smell, according to Allon Cohne, chief marketing officer of Noble.

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“Silver is a core innovation that as a brand we have pioneered in lifestyle apparel. From its initial use in our underwear and socks to its evolution in tees, polos and now denim, Silver offers a customer benefit not seen in the market,” Berger said. “Its [antimicrobial properties](#) keep you fresh and thermoregulating properties keep you cool—which are really important considerations for our active, on the move, consumers. For these reasons, when we thought about how we could do denim it was really obvious that Silver and Noble would play a big part.”

Mack Weldon’s new Silver Denim also features powder-coated hardware, reflective accents, bonded seams on the back pockets and lint-preventing mesh inside the front pockets.

“We really considered every detail and I think it shows,” Berger said, adding that the “jeans are polished enough for work and date nights but also great for weekends.”

“The design is clean, the fit is flattering, the details are thoughtful, and the quality is top-notch,” he said. “And of course, the innovation is there, too.”

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