

# south moon under

inspiring self expression through the art of fashion

## South Moon Under Partners with Blue Jeans Go Green™ for Retailer's 11th Annual Denim Event

*Retailer to host in-store denim drive that benefits the environment and communities in need*

**October 1, 2015**—In partnership with Cotton Incorporated's **Blue Jeans Go Green™** denim recycling program, South Moon Under has announced a fall denim drive as part of their 11th annual Denim Event. From October 3-25, South Moon Under will offer 20% off all denim purchases and collect unwanted denim at all 24 retail locations. Through the **Blue Jeans Go Green™** program, all collected denim will be converted into UltraTouch™ Denim Insulation, a portion of which will be given to communities in need.

"We are thrilled to partner with Cotton Incorporated," says Frank Gunion, Founder and Owner of South Moon Under. "Since our founding, and with our surfing connection to the oceans, we have always been concerned about the impact of our business on the world. We do many things on our own such as generating solar power, installing carpet made from recycled plastic bottles, and seeking to represent companies that have an environmental ethic. We are now broadening our efforts to do things that make it easy for our patrons to help with this effort. The conversion of old denim to insulation is not only innovative, but a good example of the creativity of our country."

Cotton Incorporated began the denim recycling program in 2006 to aid local communities across the United States. Over one million pieces of denim have been collected to date, and the insulation has been distributed to help many communities in need. Approximately 250,000 square feet of insulation are distributed each year, and the **Blue Jeans Go Green™** program has diverted over 600 tons of waste from landfills since its inception.

The Denim Event is South Moon Under's longest standing chain-wide denim promotion. Customers can shop a carefully curated collection of men's and women's premium denim from leading brands such as Citizens of Humanity, J Brand, BlankNYC and more. This year, South Moon Under is giving customers a chance to win "A Year Of Denim" through a digital and text-to-win mobile SMS contest. Customers can enter to win a year's worth of denim by texting 'WOOHOO' to 33233 or through a simple entry form on [southmoonunder.com](http://southmoonunder.com) from October 3-25.

To find your local participating South Moon Under retail location, please visit the [store locator](#).

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**About South Moon Under** ([www.southmoonunder.com](http://www.southmoonunder.com)) What began as a small surf shack in the summer of 1968 has since evolved into an upscale multi brand clothing retailer. Still privately owned, South Moon Under offers a well edited selection of men's and women's apparel, swimwear and accessories. Whether online or in any of the 24 east coast locations, customers experience the fun, comfortable, and high service environment instilled in the founding store over 40 years ago. Follow us on Facebook, Instagram, Pinterest, and Twitter [@southmoonunder](#).

**About Cotton Incorporated** Cotton Incorporated, funded by U.S. cotton producers and importers of cotton and cotton textile products, conducts worldwide research and promotion activities to increase the demand for and profitability of cotton.

**Blue Jeans Go Green™** is a trademark of Cotton Incorporated. UltraTouch™ Denim Insulation is a trademark of Bonded Logic, Inc.