

Our description of initiatives:

RENIM PROJECT starts from a combination of passion for jeans and upcycled material. In fashion industry, the environmental impact of jeans is high, it impacts our planet and human's health. The fashion industry has developed a pretty terrible reputation – not least for exploitation of human capital, outsourcing production to the world's lowest-wage economies. The rivers in many countries ran a deep blue and smelled foul, a result of manufacturers dumping chemical-laden wastewater directly into local waterways.

As a sustainable fashion denim brand, we have a huge heart of willing and doing to help our planet reduce waste, not create new. We redesign cloths, deconstructing and reborning vintage, second-hand denim, by focusing on quality, -- not quantity. RENIM PROJECT make sure that we use the whole life-cycle of material. In the meantime, we support Thailand's local communities of artisans from small villages by collaborating handcraft techniques into pieces of collection, to help and increase their earns and maintain all handcraft works of our longtime generations' knowledge and know-how with aims to reduce waste but increase and speak out for values of our culture and nationality instead.

RENIM PROJECT, a sustainable fashion denim brand, reflects hybrid & deconstruction design with craftsmanship of local Thai artisans in terms of REMADE / REDUCE / REDESIGN with the intention of creating menswear for modern and multidisciplinary nature of the creative industry.