



Jeanologia shapes the denim of the future at Kingpins with 'Mediterranean Soul'

- **The collection showcases the combined power of Laser and G2 Indra technologies to create authentic finishes without harming the planet or workers.**
- **The company also takes part in the 'Made in España' collective, which this year celebrates the strength and innovation of Spanish textiles at Kingpins Amsterdam.**

Valencia, October 15, 2025. Jeanologia, the global leader in sustainable technologies for the textile industry, returns to Kingpins Amsterdam with its new collection "Mediterranean Soul", blending nature, creativity, and technology to prove that authentic denim can be designed and produced with efficiency and minimal environmental impact.

The collection draws inspiration from the power of the Mediterranean Sea and the essence of Valencia, Jeanologia's hometown. Following the devastating floods that hit the city in October 2024, the collection is a tribute to resilience, nature, and Mediterranean creativity, reinterpreted in the world's most universal fabric: denim.

"Mediterranean Soul is a story of resilience and creativity brought to life through denim," says Carme Santacruz, Creative Director at Jeanologia. The collection captures the Mediterranean beauty and vibrancy in every garment: the deep blues of the sea, the golden texture of sand, sunlight reflecting on facades, and the lively energy of urban and natural landscapes. More than fashion, it is a manifesto— environmentally conscious design that is at once authentic, innovative, and sustainable. "*Mediterranean Soul* is a journey that connects our roots with our global mission to detoxify and dehydrate the fashion industry, without sacrificing creativity or efficiency," adds Santacruz.

Laser + G2 Ozone: bringing Mediterranean landscapes to life through denim

To capture this Mediterranean spirit, Jeanologia combines its two most powerful technologies:

- **Laser**, which brings landscapes and natural textures to life with hyper-realistic, unique designs. It has transformed the way jeans are designed and produced, eliminating any hand touch and offering infinite creative possibilities. Today it allows reproducing vintage effects, 3D textures, breaks, or vector designs with precision, speed, and consistency, digitalizing the entire design process and ensuring creativity, quality, and efficiency.

- **G2 Ozone Indra**, whose ATMOS process creates abrasion and a wide variety of washes, from deep indigo blues to light tones, as well as blacks and greys. This "air washer" replaces traditional washing methods with ozone and precise humidity control, achieving authentic washes without water, chemicals, or pumice stones, and reducing both environmental impact and costs.

Together, **Laser + G2 Ozone** give designers total freedom to create authentic finishes with greater contrast, brightness, and naturalness, achieving true sustainability at the best cost.

'Digital to real', from virtual design to real garment

At Kingpins, Jeanologia also presents 'Digital to Real', a space where visitors can experience how digitalization accelerates the design-to-production process. With **eDesigner**, brands can develop and visualize denim finishes in a fully digital environment, reducing up to 80 percent of physical samples, cutting emissions, and connecting creativity directly with production.

'Made in España': creativity, innovation, and sustainability

At Kingpins, Jeanologia takes part in 'Made in España', a space that celebrates the strength and creativity of the Spanish textile industry.

Together with Recover, Jeanologia showcases circular, responsible, and creative denim, highlighting new ways to enhance sustainability and close the loop in denim production.

Alongside Textil Santanderina and Pinter, the company will inspire visitors with a collection that blends art and fashion, a reflection of Spanish innovation, craftsmanship, and contemporary creativity.

Jeanologia: 30 years leading the transformation of the textile industry

Since its founding, Jeanologia has been on a mission to transform the textile industry into a more ethical, sustainable, and efficient model. The company works closely with brands, retailers, and suppliers on this transformative journey, offering disruptive technologies, innovative software, and a new operational model. Their groundbreaking solutions, including laser technology, G2 ozone, Dancing Box, e-flow, H2Zero, and ColorBox, have redefined garment design and finishing standards, eliminating polluting processes and significantly reducing the use of water, energy, and chemicals. Thanks to these advancements, Jeanologia has saved millions of liters of water and eliminated harmful substances, turning its vision of a truly sustainable textile industry into reality.

In 2025, Jeanologia celebrates its 30th anniversary, marking a legacy of three decades of sustainable innovation. From the introduction of its laser technology in 1999, which revolutionized denim finishing, to its current challenge of implementing a revolutionary sustainable garment dyeing process, the Spanish company has pioneered solutions that not only benefit the environment but also optimize operational costs. Looking ahead, Jeanologia remains committed to creating an eco-efficient and ethical textile future, encouraging all industry stakeholders to join its Mission Zero initiative: dehydrate and detoxify the textile industry. No more water and toxic chemicals used in garment finishing around the world



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For further information, please contact:

Patricia Aguilar:

