October 14–15 at SugarCity, Amsterdam

Jeanologia brings a new perspective on the product to Kingpins Amsterdam: understanding its impact and expanding creative possibilities

- **The company presents the new generation of EIM to the international denim community.**
- **Jeanologia's presence at Kingpins also includes COMMON GROUND, a collaboration with Sue Barrett exploring the relationship between nature, camouflage, craft and technology.**

Valencia (October 14-15, 2026). What lies behind a garment? From the processes and resources used to make it to the creative decisions that shape its final look. Jeanologia brings this question to Kingpins Amsterdam, one of the leading meeting points for the international denim community, where on October 14–15 it will present two different perspectives on the product: understanding and measuring its impact and exploring new ways to create it.

For two days, yarn and fabric manufacturers, garment makers, finishers, brands and designers come together in Amsterdam. This makes Kingpins a key setting for Jeanologia to introduce the new generation of EIM, which expands environmental measurement across the different stages involved in making a garment, and to present COMMON GROUND, its collaboration with Sue Barrett, where nature and camouflage become the starting point for creative exploration.

From yarn to garment: EIM comes to Kingpins

After more than 15 years measuring the environmental impact of garment finishing, EIM is expanding its scope to connect information from yarn, fabric and garment finishing under one common methodology. This evolution addresses one of the textile industry's key challenges: a garment passes through multiple processes and players before reaching the consumer, and understanding its impact requires reliable, comparable information from each of these stages.

At Kingpins, Jeanologia will demonstrate how this new architecture works through live demonstrations of the different EIM modules and sessions with brands and manufacturers, showing how environmental information can be generated, connected and used throughout the production chain.

The new EIM includes independent Yarn, Fabric and Garment Finishing modules, allowing each stage to be measured separately, while EIM+ brings the results together to provide a complete view of the product. Using primary production data, EIM measures water and energy consumption and chemical use, as well as worker impact at the garment-finishing stage, and classifies environmental performance as low, medium or high impact.

The information remains traceable and is structured for use in tools such as the Digital Product Passport (DPP) and Life Cycle Assessment (LCA). While EIM has its roots in denim and the measurement of garment-finishing impact, this new generation expands its application to any textile product, from yarn to finished garment.

"Kingpins gives us the opportunity to introduce the new EIM to a community that brings together many of the players involved in creating a garment. The challenge is no longer to measure processes in isolation, but to connect that information, understand the product as a whole and turn data into a tool to compare, decide and improve," says Begoña García, EIM Director.

COMMON GROUND: observe, transform, belong

Jeanologia's second proposal in Amsterdam moves into the creative space. Developed in collaboration with Sue Barrett, COMMON GROUND is a collection that explores our relationship with nature through pattern, camouflage and transformation.

Inspired by shapes, textures, shadows and patterns found in the natural environment, the collection reinterprets camouflage through craft, creativity and technology. Camouflage becomes the visual thread connecting the pieces and a way to explore ideas of adaptation, identity and belonging.

Jeanologia's **laser** and **G2 Ozone** technologies are part of this creative process. Laser brings pattern, contrast and depth directly onto the garment, while ozone works with colour and ageing to shape the final look. Technology becomes a tool to translate the creative idea into the product and expand its possibilities.

The concept is captured in the COMMON GROUND manifesto:
Observe.
Transform.
Belong.
Nature creates the pattern.
The maker transforms it.
The wearer gives it meaning.

"There are a handful of projects we remember as 'the ones', built on true collaboration and creativity. COMMON GROUND is one of those. It has been a chance to bring together my passion for camouflage and utility clothing with nature, craft and technology, and reinterpret these references in a new way," says Sue Barrett.

"For some of us, the creative process is as meaningful as the final collection. COMMON GROUND made us think about the balance between becoming part of our surroundings while still preserving our own identity, what makes us unique while sharing a common ground," says Carme Santacruz, Creative Director at Jeanologia.

About Jeanologia

Founded in Valencia in 1994, Jeanologia develops technologies, software and new production models to transform the textile industry towards a more ethical, sustainable and efficient model. Its solutions span product design and garment finishing, dyeing, water recovery and environmental impact measurement.

To download a selection of images, click here.

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