

# Denim Chronicles: The journey of jeans

How the denim supply chain delivers your favourite piece of clothing

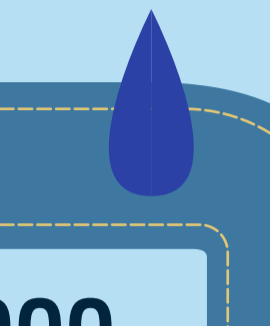


From denim supplier to jeans store, your jeans journey has many legs. You may not have thought about where your jeans came from but it's actually quite the feat to go from cotton field to closet. This ubiquitous piece of clothing is the perfect model for highlighting the importance of supply chain collaboration.

## 1 Denim by the numbers

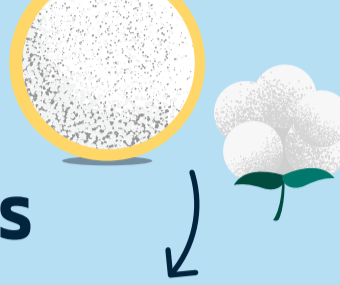
The market value for denim fabric was **US\$90 billion in 2019**, and is expected to increase to

**US\$105 billion** by 2023



**20,000** tons of indigo are produced annually for the purpose of dyeing of jeans

A grand total of **225 pairs** jeans can be made from just one bale of cotton.



Around **2.2 billion meters** of denim fabric is produced every single year



**50%** of denim is produced in Asia, specifically China, India, and Bangladesh

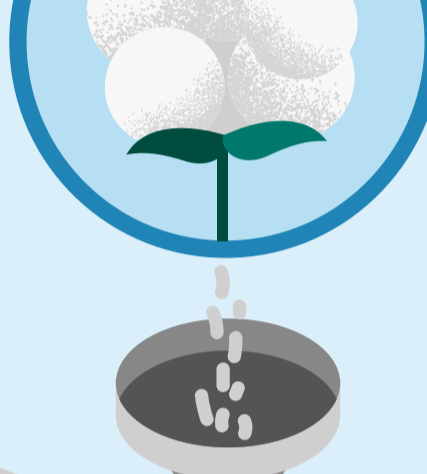
On average, it will take **15 minutes, 12 steps** to make one pair of blue jeans

Source: Global denim market - Statistics & Facts. <https://www.statista.com/topics/5959/denim-market-worldwide/>

## Making the jeans: from cotton field to closet

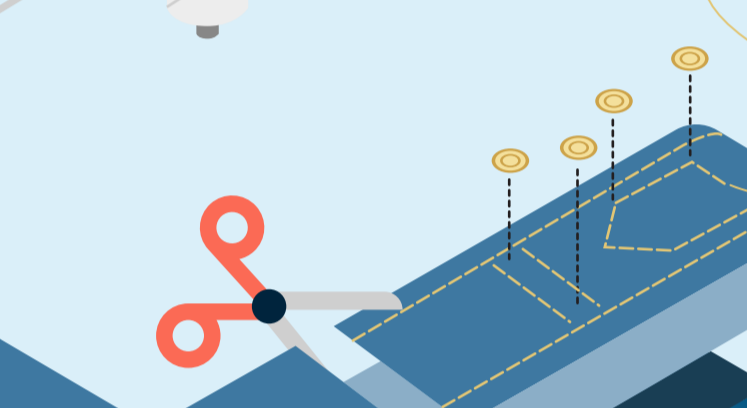
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Denim, a fundamental component of the casual wardrobe, has become a staple textile within the global apparel market. Making a high-quality product requires meticulous planning and a robust supply chain. As fashion is one of the fastest-moving industries, our customers require precision in every step, from origin to destination.



### Step 1

Cotton is harvested, dyed and processed into fabric.



### Step 2

Denim is cut, assembled, sewed and labeled.



### Step 3

Transported to warehouses and Regional Distribution Centers



### Step 4

Delivered to retail stores or customers



## 3 Denim Logistics: Main Supply Chain Challenges



### Extra Cost

Urgent orders to factories require priority movement of raw materials or products that can incur additional fees

### No Visibility

Most do not get visibility on the available raw material stocks at factories or the transportation flow of goods in the supply chain

**LAST STOCK**

### Product Delays

Slow downs directly impact the on-self availability of the products

**9:00**



### Compliance

Fabric suppliers are decided by brands, factories to monitor the compliance of factories in raw material sourced



## One size, does not fit all

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Depending on the brand, price, and market, denim supply chains can look radically different. Our end-to-end logistics services offer tailor-made supply chain solutions that can be customised as per the changing demands in the market to fit every aspect of your business in an agile and reliable way.



### Supply Chain Management

Control, visibility, efficiency – from start to finish



### Warehousing & Distribution

Efficient storage and distribution solutions from the factory to the store.



### Customs House Brokerage

Simplified global customs with local expertise.



### Ocean Transport

Cost-efficient and sustainable transport across 300 ports around the world.



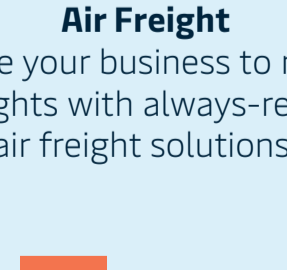
### Inland Services

Seamless transport of goods through trucks, rail, and barges.



### 4PL Logistics

Your complete supply chain management solution.



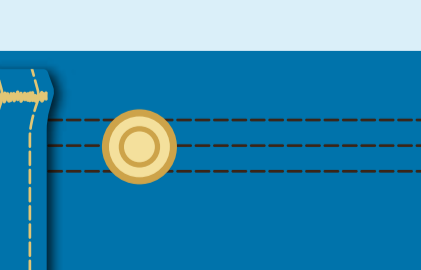
### Air Freight

Take your business to new heights with always-ready air freight solutions.



### TradeLens

An open and neutral platform that is digitising the global supply chain and transforming trade.



For more on resiliency and other challenges that fashion supply chains are facing right now, see our report **"Fashionably Resilient"** featuring an interview with Josue Alzamora, Global Head of Lifestyle Vertical at Maersk.

[Download the report](#)

Transforming the fashion supply chain through transparency and efficiency. Improving the value chain for responsible growth.

At Maersk, we have clear sustainability strategies to keep up with the demands of both your industry and your customers.

For more on sustainability in fashion supply chains, see our report **"Fashionably Sustainable"** featuring an interview with Kaisa Tikki, Senior Global Sustainability Advisor at Maersk.

[Download the report](#)

We are an experienced team of industry professionals and we will be your initial touch point, helping you find a solution that fits your needs. We're only a click away!

[Contact us](#)