



Undyed Cotton

by RDD

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Dyeing cotton has more impact than dyeing any other fabric, but Undyed Cotton by RDD is more than a way to avoid waste: it is a link to authenticity expressed in the minimalist but timeless aesthetics of unprocessed cotton.

An estimated 8,000 synthetic chemicals are used to bleach, treat, and brighten clothes, with 17 to 20% of industrial water pollution resulting from fabric dyes and textile finishings.

With a simplified making process, this product range saves 10 litres of water per kilogram of jersey fabric produced.

Feel the raw organic nature of cotton.

Research
Design
Development

RDD

www.rddtextiles.pt
info@rddtextiles.pt