

About us



We are Claudia and Giampaolo,

the creators of EcoGeco; we have always had environmental issues at heart and we have actively promoted them.

The idea came in 2010, from the belief that the clothes we wear should be manufactured with the same respect for labour rights and the environment that we already demand from food. If you eat organic you should dress organic.

The scale of the production chain seemed to be too large to try and start something different, especially for an "industrial" product like jeans.

But we knew it was possible: we had thirty years of experience in this sector. We knew the companies that would be ready to do it.

Our idea was to adopt an ethical production chain to create affordable high quality, eco-friendly and "zero km" trousers.

Operating in the sector we were well aware of the crisis in the textile industry. Unfortunately we had seen the migration from the north-east of Italy to the Far East: relocation of manufacturing workshops, import of the finished product, collapse of employment and consequently of purchasing power, reduction in production costs but never in the sales prices, loss of prestige of Made in Italy brands; all this ending with the invasion of low quality products.

The time had come to react.

We started the migration back home from the Far East: from there we only import organic cotton as it is on the plant, everything else is done in Veneto, within 50 km, respecting labour rights and only using natural products.

It isn't easy and it doesn't always go smoothly as dreamed, but the only way to start producing in Italy again is to do so in an ethical way, respecting labour rights.

To succeed consumers need to play their part by choosing to wear on their bodies the ideals they have in their minds.

This is how Ecogeco was born.

EcoGeco's short production chain



Dyeing and weaving

We import **organic cotton** as it is on the plant.

They are **spun and then dyed** with pure vegetable indigo.

Then the **denim is weaved**, leaving the warp in the natural colour and the weft blue.

This process is carried out by [Tessitura Berto di Bovolenta - Padua](#).

Cutting and manufacturing

We cut the denim with digital programs that reduce waste also in the case of small scale productions. The jeans are then sewn by Veneto based companies with regularly employed personnel.

Treatments

The washing treatment is carried out only using water and stones or with the innovative ozone treatment, by a launderette near the workshop. No chemical products, just natural ones: we do not carry out any of the treatments that are harmful to the environment or health, which have caused an absolute outrage in the last few years.

Jeans: "few but good" production



Conventional

- famous brand
- far east
- millions of pairs
- too many chemicals
- low costs
- badly paid labour
globalised
- greenwashing

EcoGeco

- quality comes before the brand
- north east
- thousands of pairs
- totally natural and organic
- low environmental and social costs
- labour that adds value
- short production chain
- green by choice
for a better world

The most American trousers are from Genoa and Veneto

Blue jeans means “Genoa blue”: the strong but soft fabric taken to America by seamen from Genoa.

The home of designer jeans was also in Italy: in the 50 kilometre area around Padua and Rovigo, which until a few years ago manufactured famous brands.

Some workshops have resisted and professional expertise is still available. A simple idea like ours was just what was needed: to make jeans like they used to be made, without saving on labour or material.

Ideal jeans: democratic and beautiful

They are the trousers of rock stars and beat generation writers, of sexual freedom and revolutionaries (starting from Garibaldi).

They are the opposite of ephemeral fashion: they improve as they age.

They are the opposite of classist fashion: kings wear them and they look like working class people.

They are the opposite of “plastic beauty”: they make every body, fat or thin, tall or short, young or old...more fluid and spontaneous.

Today's jeans: anti-democratic and horrible

Today's jeans are very polluting and very globalising.

In the world we use 25% of pesticides and 12% of insecticides for cotton.

Too many jeans are manufactured in terrible working conditions.

To make one pair of jeans you need 1100 litres of water.

They are full of chemical products which are in direct contact with your skin: dyes, starches, aging products...allergies, skin irritations and contaminations continue to increase.

***Ecogeco jeans:
democratic
and beautiful rebels***

You wear an ideal, not to appear, but to be yourself. Not to imitate or look like someone, but to improve the world.

Choose them if you don't want chemicals on your skin.

If you respect water, soil and health.

If you do not like this false competition that makes Italians redundant and turns Asians into slaves.

Ecogeco jeans are not "programmed to self-destroy" so next year you won't need to buy another pair: we will not lose out if in return you will tell your friends about us.