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The New Denim Project Wins "RESPONSIBLE PROJECT OF THE YEAR" at the 2025 Latin American Fashion Awards

The New Denim Project, a third-generation family-run textile design lab based in Guatemala, has been awarded "RESPONSIBLE PROJECT OF THE YEAR" at the **2025 Latin American Fashion Awards**, recognizing its pioneering circular model that transforms waste into beauty while restoring balance to the Earth.

La Romana,
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About *The New Denim Project*

The New Denim Project is a third-generation textile design lab based in Guatemala, creating fabrics and finished goods entirely under principles of zero waste, upcycling, and regenerative design. Our work bridges ancestral intelligence with contemporary innovation, transforming post-industrial and post-consumer textile waste into premium fabrics and purposeful products.

Our materials and collaborations are sought by leading global brands, including *Ralph Lauren, Madewell, Rachel Comey, Gabriela Hearst, Maison Martin Margiela, Phillip Lim, AG Jeans, West Elm, Anthropologie, Crate & Barrel, Industry of All Nations, Still Here NY, Rag & Bone* and many more who share our vision for a more responsible and cleaner future.

Learn more: www.thenewdenimproject.com

project

A Regenerative Vision

At the heart of The New Denim Project's work lies a simple yet radical mission: to collect post-industrial and post-consumer waste, mechanically recycle it into new yarns, and weave new life — without dyes, without chemicals, without waste.

This regenerative process saves up to 20,000 liters of water for every kilogram of upcycled material and prevents up to 70% of the negative impact of traditional textile production.

Three Generations of Innovation

The company's story began with their grandfather, a visionary who built the family's first looms in Guatemala in 1956. That foundation was strengthened by their father's engineering expertise, which led to the creation of one of the **world's first fully closed-loop industrial textile systems**.

"It's been a remarkable journey rooted in family, purpose, and creativity," said Arianne Engelberg, Creative Director at The New Denim Project. "From the looms of our grandfather to the regenerative lab we run today — this is our way of honoring that lineage, bridging tradition and innovation."

Joanna Engelberg, Head of Business Development at TNDP added: *"This vision was born from our father's unwavering drive to see the textile industry not only thrive again but heal its relationship with the Earth. Through his engineering and vision, our textile-to-coffee system became one of the first fully closed-loop industrial mills in the world."*



of the year

2025

Where Denim Meets Coffee

The New Denim Project's innovation stands where two worlds meet: denim and coffee — two icons of heritage, two materials born from earth, labor, and love.

Through a partnership with **Finca San Jerónimo Miramar**, a coffee farm on the volcanic slopes of Atitlán, their process completes a biological loop: cotton waste from the mill becomes compost that nourishes coffee plants.

"In Guatemala, our earth is volcanic — alive and ever-renewing," explains Jaime Engelberg, founder of The New Denim Project. "It reminds us that from the same force that destroys, fertility is born. Mechanical meets biological — our innovation lies not in disruption, but in restoration. It's tradition meeting contemporary design thinking."

Design as Cultural Force

The New Denim Project's fabrics are living systems that tell the story of regeneration, proving that design can be both beautiful and responsible. Their philosophy extends beyond material into the human and cultural, connecting farmers, artisans, designers, and engineers through one continuous cycle.

Design creates culture. Culture shapes values. Values determine the future.

The recognition at the *Latin American Fashion Awards* affirms that design, when rooted in heritage and guided by purpose, can truly heal — the land, the economy, and the spirit.

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About *Latin American Fashion Awards*

The *Latin American Fashion Awards* are a biennial celebration of Latin American design, creativity, heritage and innovation. Founded by **Constanza Cavalli Etro** and **Silvia Argüello**, the Awards serve as a global platform for designers, artisans, stylists, photographers and sustainability leaders from across Latin America.

The 2025 edition took place November 6-9, 2025, at Casa de Campo in La Romana, Dominican Republic. The jury was led by **Donatella Versace** as President, with an international panel including **Nina García**, **Kean Etro**, **Sara Sozzani Maino**, **Anna Dello Russo**, and **Gabriela Hearst**.

Learn more: [Latin American Fashion Awards](#)

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