

***GENESIS:M&J Group targets high fashion denim market in Eu,  
back at Denim Première Vision - London.***

*The Bangladesh international player presents its unique eco-innovation path  
and a special high-end capsule collection in collaboration with PG DENIM.*

GENESIS:M&J Group comes back at the **Denim Première Vision London (3-4 December)** marking a positive end of the 2019, with new objectives for the future. The leading facility of the Group has affirmed itself as one of the most reliable international garment manufacturer, especially in denim market, and now it is time for another leap forward. **The aim is to target more in depth the high fashion denim market in Europe with renowned proposals towards a more authentic, comfortable and sustainable denim offer.**

**The first output to underline the new approach is the high-end capsule collection realized in collaboration with PG DENIM, that premiered at the show.**

A collection where **the great industrial experience and quality in garment manufacturing of GENESIS meets, in a perfect and inspiring contamination, the 100% Italian artisanal craft and unique interpretation of PG DENIM fabrics.** A complete co-branding that has given life to unique garments with dedicated tags and hangtags, to show a fashionable, sustainable and high-quality final output, entirely produced in Bangladesh. **The perfect meeting to provide a great example of how this collaborative path with European top-quality player could lead to a new positioning for the company.**

The **improvements achieved by GENESIS are enhanced also in the s/s 2021 collection** with new trends involving **eco-conscious fabrics such as organic cotton, recycled fabric and polymer, realizing blends with natural fibers like hemp & linen while working also with a wide variety of biodegradable materials.** Technical fibers are also on the spotlight with an increasing importance gained by proofed lightweights such as waterproof. Moods like hyper blue, natural cotton colors, flat bright indigo mid shades or urban grey and reactive layers dominates the feeling of the new collection. In terms of looks and treatments the collection has developed several unique interpretations such as engineered garments, digital laser patterns, western silhouettes, workwear, soft dyes, contemporary stripes, dirty green cast and eco-acid wash. A kaleidoscopic collection where technology and tradition meet one unique big trend: more sustainable than ever.

**The Social Responsibility Program of GENESIS:  
the other side of quality garment manufacturing.**

One of the other recent developments of GENESIS: M&J Group is represented by **the implemented Social Responsibility Program**, a project undertaken in order to improve the living and working quality for all concerns by trying to achieve always higher standards. As an essential part of the company's core values the main goal is to help people ameliorating living and work quality. Nevertheless, providing a competitive advantage of corporate reliability based on social and ethical behaviors. **This program now includes several key-services** such as **Digital Payment**, to facilitate financial empowerment of workers through a dedicated transparent mobile banking service for all employees. **The Subsidized Shop** is another key-activity to ensure authenticated and hygienic product directly from the mills at a very affordable price for all workers. Moreover, a **Mini Fire Station** in GENESIS Campus is on the go to, realized in collaboration with GIZ and Fire Service, Civil Defense



of Bangladesh, to provide a point of reliability for the whole local community during emergency situations. The program is completed by a series of other services like the inside factory **Medical Service**, a half-yearly **Free Medical Campaign**, the **Child Care facility**, the **HERhealth™ Project**, the **Khokon Memorial Hospital** (established through GENESIS:M&J Group initiative), **Sunflower USAID**, **Accord Certification**, a dedicated hospital agreement, **Khokon Charitable Foundation** and the institution of an **Elected Worker's Participation Committee**.

A unique panel of activities, completed by various programs like innovation award or best employee award, to provide a business model that can be an authentic inspiration for everyone in the business. **Being aware that a true social responsible approach not only leads to better work and living conditions, but that is also a strategic improvement to provide all-round quality services.** A constants strive towards excellence that represent the key to provide a successful proposal for modern consumers' needs.

#### **About GENESIS: M&J GROUP**

GENESIS:M&J GROUP is one the most reliable garment manufacturing in the denim and apparel market, being amongst the biggest apparel manufacturers of Bangladesh. Providing high quality garments and top sustainable innovations to the leading fashion brands in the European, USA, Asian and Russian markets, like Diesel, G-Star Raw, Jack & Jones, C&A, Celio and Zara, Target USA, VF (Kontoor) and Gap, Jack & Jones China, Selected China and GU Japan, Target Australia and O'stin. GENESIS It is one of the 8 sister concerns of M&J Group that secured LEED certifications for its facilities (GENESIS WASHING LTD (LEED Platinum) - August 2013 | GESESIS FASHIONS LTD (LEED Platinum) - Sep 2016 | GENESIS WASHING LTD (LEED Earth) - June 2019. The facilities provides service of various treatments for jeans production & always being committed to improve efficiency and sustainability of the production processes, employing the latest technologies. For updates and general information see also GENESIS: M&J GROUP official [Facebook Page](#).

#### **Contacts and information:**

**Press Office:**  
**Menabò Group s.r.l.**  
Francesco Farinelli - [francesco.farinelli@menabo.com](mailto:francesco.farinelli@menabo.com)

