

Hemp Blue , A New Kind of Blue Jean

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[/EINPresswire.com/](http://EINPresswire.com/) -- Hemp Blue is a [new kind of blue jeans](#). Jeans have been around since before the California Gold Rush days. They were originally just rough work pants made from a tough cotton fabric made in Italy. A company in Nimes tried to imitate the fabric, but it was sufficiently different that it received the added label “de Nimes.” This term got shortened into denim. Jacob Davis and Levi Strauss created the modern Levi Jean by adding rivets to the stress points – bottom of the zipper placate, corners of pockets, and so on – to make the pants last longer.

Hemp Blue is made from industrial hemp – a plant that is quite different from the cannabis plant that is used in medical marijuana or sold illegally. Industrial hemp is Cannabis Sativa L., a variety that has long fibers (excellent for making rope), but low amounts of THC, the chemical that is found in Cannabis Sativa Indica, the species used for medical marijuana and used recreationally. Growing hemp was made illegal in the United States by the Controlled Substances Act of 1970. This was not the earliest legislation, however. In 1937, a bill was passed to tax the sale of marihuana – as it was spelled at the time. That bill was repealed, and the Controlled Substances act passed instead.



So why hemp? Because hemp is less expensive to grow and more sustainable than almost any other plant grown for fiber. It requires less water than cotton, does not need pesticides and can even leach some harmful substances out of the soil – which would make it ideal for growing near or above landfills. Although hemp has traditionally been used to make rough fabrics, such as burlap, with the correct milling it can be turned into a close-textured fabric suitable for clothing.

Hemp Blue is being manufactured to bring the benefits of industrial hemp to the [attention of the American public](#). It can be grown in places, such as California, where cotton with its high water requirement cannot be grown. Extracting the fibers from hemp is a much less labor intensive process than picking, removing the seeds, and spinning cotton. Hemp – that is the L. variety -- can also be used as animal feed and can safely be eaten by humans – without getting so much as a giggle out of it.

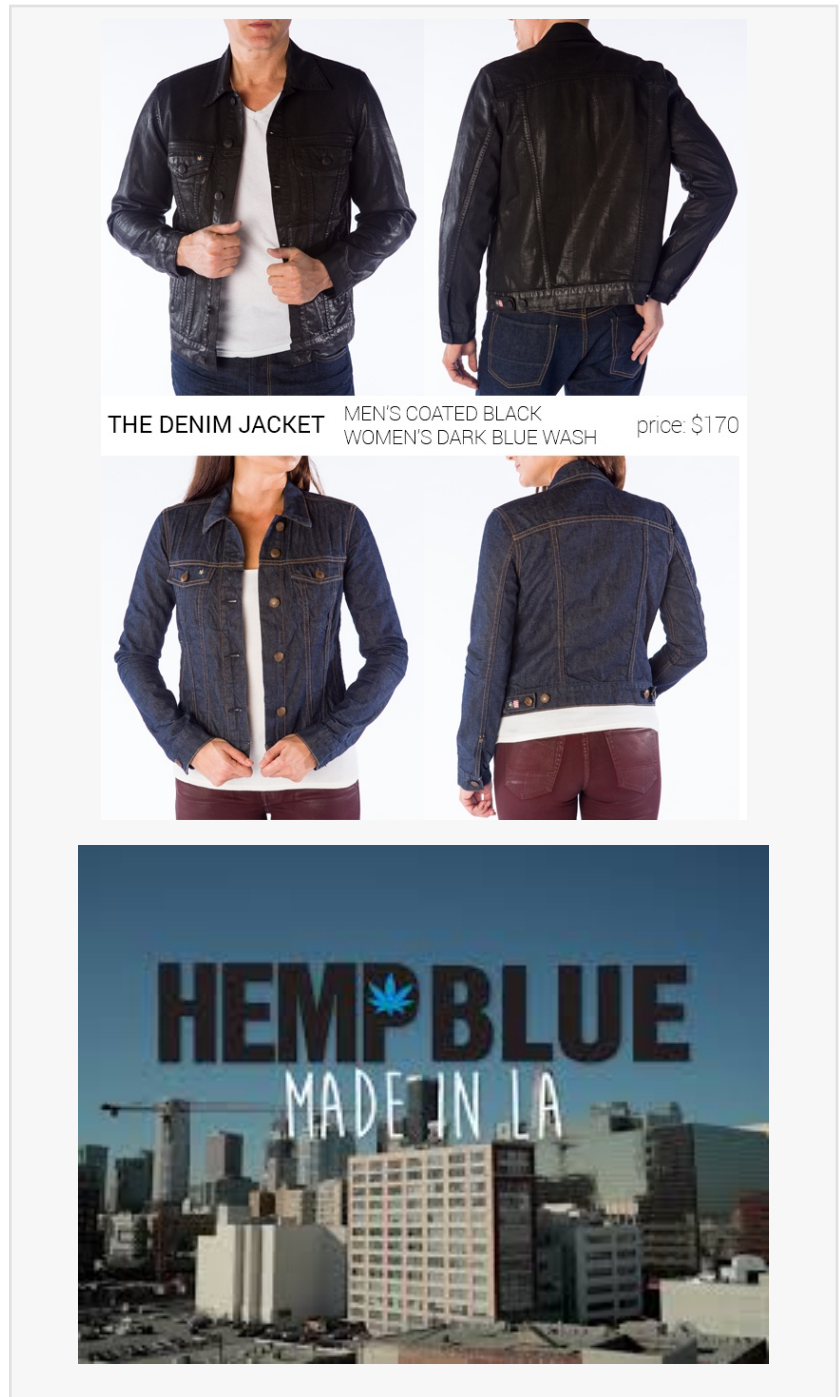
While it is illegal to grow industrial hemp in the United States, it is not illegal to import or to wear fabrics made from it. The U.S. is an enthusiastic consumer of 50 percent of the hemp products made today. Hemp Blue garments, designed by Alfredo Settimio – who worked with Armani jeans, are intended to promote awareness of industrial hemp as being different from medical or recreational marijuana. The project was created by Robin Lane – feminist and earth activist, and Derek Thomas – outdoor enthusiast and conscious capitalist.

The designs are absolutely fabulous, and you can get yours by pledging \$95.00 or more to the Hemp Blue apparel [Kickstarter crowdfunding campaign](#). If your jeans don't have quite that much jingle in the pocket, you can still support this campaign by pledging a smaller amount or by spreading the word through

social media. This hemp is good for making designer clothing, rope, parts for cars, and much, much more. It is also a traditional example of sustainable agriculture.

Don't just wear jeans – wear jeans that say something. Hemp Blue jeans are made for fabric that is a blend of hemp and cotton, with a cute hemp leaf logo. The men's jeans have that rugged look that was originally immortalized by James Dean. The Women's jeans have that skinny-jeans, sleek modern look. The shirts are carefully tailored to flatter. The garments come in traditional blue, but are also available in black. Wherever you wear them, Hemp Blue jeans are bound to start up a conversation. That will give you a chance to tell the story of agricultural hemp.

About: Robin Lane and Derek Thomas conceived the idea of Hemp Blue (www.hempblue.com) to promote legalization of industrial hemp in the United States. They are joined by Alfredo Settimio, a well-known clothing designer, who has created jeans, shirts and jackets made from fabric that is a



blend of hemp and cotton. The garments are created with minute attention to quality construction.

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