

The days of
unsustainable
denim are
numbered.





Manufacturing change.



The DAWN factory is unlike any other. It's a place with lush green balconies where fresh produce for our shared meals grows. It's where we created a work environment that is based on fairness and respect. Doubling as design studio and a production facility for garments that are mindfully designed and sustainably produced.

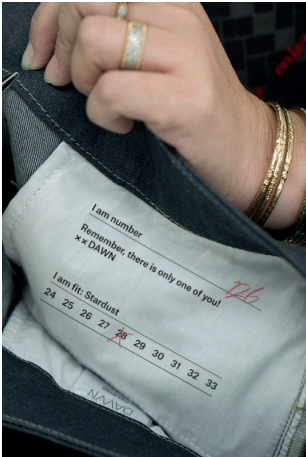
Located in District 9, Ho Chi Minh City, Vietnam, the DAWN factory is our challenge to fashion brands all over the world to follow our example.

BE THE CHANGE YOU WISH TO INSPIRE.

DAWN was born out of the conviction to change the fashion industry. To us protecting the environment and empowering all our employees aren't trends but a lifelong commitment. This is why we founded our label and see every new dawn as a chance to make a lasting difference.

Limited for all the right reasons.

EVERYTHING IS LIMITED.



We can all agree, the most sustainable pair of jeans is the one that is never produced.

This is why we introduce DAWN Limited – a new class of products that is produced in limited and hand numbered editions. Not to create more hype but in an attempt to meet the real demand for clothes that fit the signs of our times. Moving forward we will introduce all new DAWN products in this way as nothing preserves valuable resources better than limiting the scale of our production.

We number every pair of our limited editions by hand. Not to create a status symbol but to change the status quo.

DAWN Limited is one step towards a more mindful world of fashion and we invite you to join us on this journey.



Everything
is limited.

DAWN