



Versace Bans Sandblasted Jeans, Double Win for Activists and Garment Workers

by [Emma Grady, New York, NY](#) 07.26.11



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Thanks to pressure from activists, [Versace](#) is banning "killer" sandblasted jeans. This news comes after a two-month campaign by the [Clean Clothes Campaign](#) (CCC) on [Change.org](#) where more than 1,200 people from around the world signed a petition urging the Italian fashion house to ban the dangerous technique, which is used to give jeans a "worn" look.