

# DENIMS ARE FOREVER

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TECHNOLOGY AND STYLE GO HAND-IN-HAND IN DENIM INNOVATION. **WeAr** HAS ASKED THE LEADING DENIM MANUFACTURERS ABOUT THEIR LATEST DEVELOPMENTS AND HOW THEY APPROACH SUSTAINABILITY. THE KEY FOCUS FOR A/W 2017-18 IS DURABILITY, COMFORT, TEMPERATURE CONTROL AND REDUCING THE ENVIRONMENTAL IMPACT.

## SOORTY

**Soorty** has engineered a high performance denim 'Armadura', made from light-weight and strong fiber. It is tough, durable and extremely versatile, so jeans last longer, thus reducing the carbon footprint. It has high abrasion resistance yet is supple and soft to the touch. Trendy colors for A/W 17-18 include Hunter Green, Indigo Dream, Full Moon, Omega and Alpha Blue: all icy, dark, deep and mysterious.

Furthermore, Soorty has introduced a new sustainable capsule collection, featuring eco-colors with a dyeing system that includes zero hazardous chemicals; eco-finishing, a reduced need for water and energy; and recycled content from post-consumer waste. These responsible yet fashionable breeds of denim, including 'Organic Cotton', 'BCI', 'REPREVE™', 'COOL MAX ECO-MADE™', 'Recycled Cotton', 'Ozone', 'Laser' and 'E-Flow', have become possible due to the vertical integration that allows the company to make every process green.

## PROSPERITY

The 'F2 Denim (Fit & Function)' collection has been upgraded with more functional fabrics. 'Fresh Denim', for example, features anti-bacterial properties, helps keep garments fresh and prevents body odor and irritation thanks to its 99.5% bacteriostatic rate. It is also eco-friendly as there is no need for frequent washing, thus saving water. 'Comfort 365' dries quickly and helps the wearer stay cooler in summer and warmer in winter. The 'Ultra Stretch' collection further pushes the boundaries of stretch to offer more than 90% elongation, introducing more four-way stretch articles, with 40-50% stretch in weft and 20% stretch in warp to provide 360° freedom of movement. The latest 'Vintage Stretch' line presents clean twill, raw slab and vintage looks for men's jeans, with enough stretch for extra comfort.

**Prosperity** has new developments in terms of sustainability, too. 'Bio-Stretch' contains 37% annually renewable plant-based ingredients, and 'Café Denim' is built with carbonized recycled coffee grounds. Finally, the season's new color, IRO Blue, is made using a sugar-based reduction agent instead of hydrosulfite, which can help lower the COD level of sewage water by 60%.

Prosperity

Cordura

## CORDURA

As part of the **Invista** Group, **Cordura** drives the development of new, cross-functional denims. The goal is to create clothing which adapts to the wearer's lifestyle. New capabilities such as moisture wicking, temperature control and quick-dry technology are hidden in the 'Cordura Denim' fabric technologies, which are being used, for example, by **Artistic Milliners**. Cindy McNaull, Invista Global Cordura Brand and Marketing Director, highlights that their brand has a number of sustainability measures in place, including the Cordura Cares program: "Products made with Cordura fabric technology are designed with the 'built to last' durable performance concept at the core, which helps consumers to keep them in use longer. We are continuing to develop fabrics that focus on a 'lighter/stronger' story, lowering the environmental footprint due to a reduction in raw materials needed."

Soorty