

# INNOVATE AND EDUCATE: a mission in the name of the authentic culture of denim

**W**hat does innovation really mean? How can a fashion player create not just mere products but brand-new energy for its entire sector? These big questions have always been guides for **ISKO™**, major denim producer and partner of prestigious fashion brands.

ISKO™ takes its responsibility as leader of the global denim sector very seriously. First of all, **ISKO™ is highly committed to the protection of Intellectual Property**, a corporate value that brings it to guarantee the highest standards of quality for the entire fashion sector.

In a world where everything could be mechanically reproduced, according to Walter Benjamin, **ISKO™ chooses to protect its own uniqueness**. Its commitment to research is clearly demonstrated



by the successful concepts **ISKO POP™** and **ISKO FUTURE FACE™**, recognized by the **European Patent Office** as proof of ISKO™'s innovative contribution to the denim sector.

ISKO FUTURE FACE™, the fabric that combines the comfort of sweatpants with an authentic denim look, has been chosen by brands such as Diesel, Moussy, C.P. Company, Gang, Gaudì and Jeckerson, while ISKO POP™, with its shiny and silky touch, is the ingredient behind Esprit and Habitual creations, for example.

This just confirms that ISKO™ is making the right choices in investing in research and supplying the best fabrics to the fashion world.

**Innovation** is also synonymous with the **capacity to imagine the future**. **ISKO I-SKOOL™**, the **global fashion talent award** conceived by ISKO™ and its style and design center **CREATIVE ROOM™**, is a clear evidence of this long-term investment in the new generations. The third edition of the contest is now **more**

**global than ever**, involving students from all over the world. From China to Japan, from Australia to UK and Italy, design students are challenged to create original denim garments, following major trends with the help of key sector players.

**But fashion is not just a matter of design**. For this reason ISKO™ has also conceived a **marketing award**, calling on students to create a strategic marketing plan dedicated, naturally, to the denim sector.

**“Our aim is innovate, and innovating means educating”**, says **Marco Lucietti**, **Global Marketing Director of the SANKO/ISKO™ division**. “For this reason our global fashion talent ISKO I-SKOOL™ is so important for us: by involving new generations we want to **stimulate growth in the sector**. We help them to create but also to produce their designs industrially, **combining their imaginative outlook with solid pragmatism**. They are our future, we mustn’t forget that”, he concludes.

