

DENIM DIARIES

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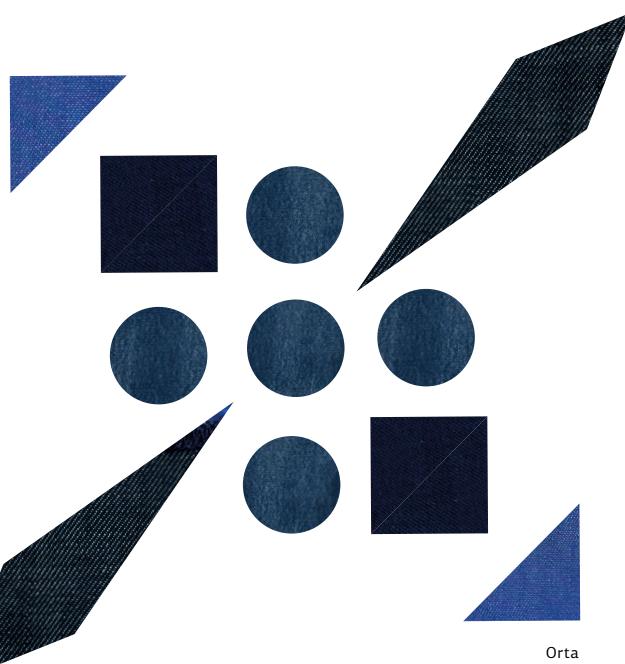
WHAT DOES TODAY'S DENIM SAY ABOUT THE HOPES, ASPIRATIONS, NEEDS AND FEARS OF THE CONTEMPORARY CONSUMER? **WeAr** INVESTIGATES.

As Marco Lucietti, Marketing Director of **Isko**, has told **WeAr** in an exclusive interview for this issue's Business Profile section, denim always reflects social changes. **WeAr** has asked the leading denim manufacturers to share what emerging consumer needs they have identified lately, and how they have responded to those.

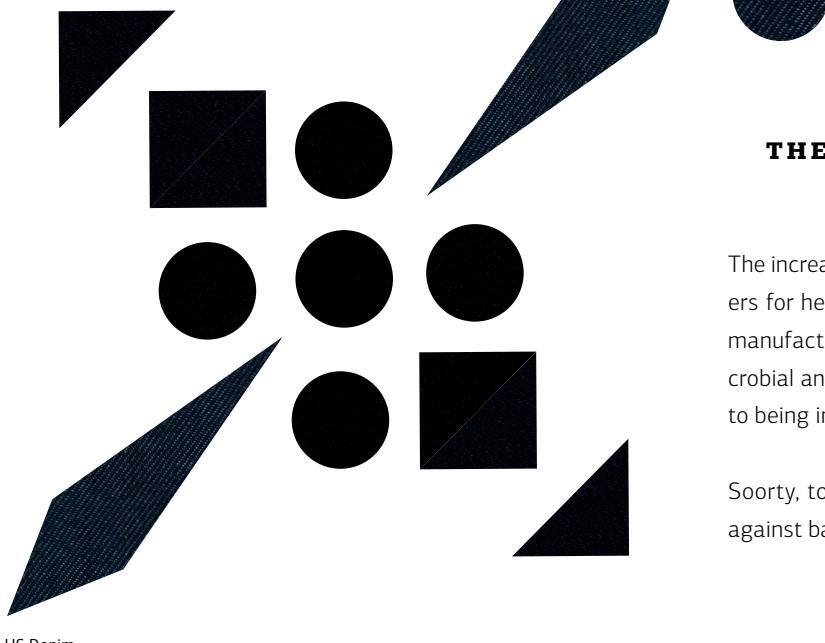
SMART CITIES ENCOURAGING ACTIVE LIFE-STYLES

"We are focusing on the life in smart cities," says a spokesperson for **Orta**. One of the aspects of life in such a city is the ease of transition between work and workout and a more active lifestyle generally. Hence Orta's 'Amplify' concept where multi-directional stretch fabrics are paired with one-way cognitive stretch denims.

Soorty also cites increasingly sporty lifestyles as a driving force behind the demand for "active denim wear". To meet this need, the company has developed their 'Cool Max' line, praised for breathability and cooling abilities, and 'Thermolite Pro' concept that allows warmth during exercise in winter.



Orta



US Denim

THE GROWING IMPORTANCE OF HEALTH AND WELL-BEING

The increasing centrality of self-care and the fondness of contemporary consumers for health-boosting products have, interestingly, been tapped into by denim manufacturers. **US Denim** proposes 'Spider Silk' fabric with antiseptic, antimicrobial and antifungal properties; incredibly, it also promotes wound healing due to being infused with vitamin K.

Soorty, too, has 'Anti-Bacterial' denim in their range that protects the wearer against bacteria and odor.