



### MORE FLUID GENDER IDENTITIES

"Young women do not want to dress for the men anymore," notes a spokesperson for **Bossa**. The company's A/W 2017-18 line includes an 'all in one' concept, a family of versatile fabrics suitable for all kinds of jeans, from skinny to boyfriend.

Dreams of a "genderless, borderless world" have inspired Orta to create their A/W 2017-18 'Hitchhiker of the Solar System' collection that focuses on the androgynous trend through use of gender-neutral washes and textures.

### RESPONSIBLE CONSUMPTION

The new generation of consumers is driven by purpose and meaning, and demands a sustainable product. Soorty responds to this by offering a wide range of responsible products: recycled fibers and yarns from consumer waste, eco colors with a zero hazard chemical dyeing system, eco-finished fabrics produced with cutting-edge systems that save water and energy; even the steam they use is a by-product of generators' waste heat.

Bossa proposes a line of recycled denim, enhanced with thermoregulating properties. Last but not least, Isko has recently become the world's first denim mill to receive the prestigious Nordic Swan Ecolabel certification for six of their environmentally friendly Isko Earth Fit products, produced with 40% savings in water usage and 30% in energy, as well as a 30% reduction in the amount of chemical products.

### FASHION GEEKS

The new generation of jeans-wearers is serious and particular about what they wear, down to the smallest detail. No wonder Italian manufacturer **Nastrificio Victor** has such a great business with its 'nastris', elaborate and sophisticated woven, knitted, denim, jacquard and linen tape bands that are often used as trims inside the jeans.

Soorty, for its part, caters to denim nerds through exploring various shades of indigo in their A/W 2017-18 palette, including Jade Blue, Pacific Blue, Berry Blue; ultra-light blues and other color experiments are in the pipeline for S/S 2018.

