

CORDURA: STYLE THAT LASTS



Cordura, one of the brands under the **Invista** group's umbrella, has been a leader in the creation of durable fabrics for over 45 years. Its success story started when backpack and outdoor gear label **JanSport** adapted the classic Cordura 1000d fabrics for its products. Nowadays, top fashion brands utilize Cordura's versatile range to create stylish, long-lasting garments, and numerous military and work-wear brands around the globe use their sturdy fabrics, too.

Customer demand for garments that are high in performance but fashionable and suitable both for work and leisure is on the rise, and Cordura wants to make sure that neither a soldier nor a fashionista has to feel uncomfortable in their gear. The label's most recent portfolio of cutting edge 'fashion x function' fabrics is a testimony to this: it caters to today's consumer who wants to cycle to yoga after work but go on a night out afterwards.

Cordura products remain relevant not only due to their durability but also because the brand consistently drives forward innovation. The brand fosters young talents to infuse its fabrics with new ideas and provide a direction for the future. Hence the brand's sponsorship of competitions for emerging designers and students, such as the Work 'N Mode contest and the Project 20/20 Award, and its collaboration with Parisian fashion school ESMOD.

As a brand that puts a premium on durability, Cordura is also concerned about sustainability. One of its fundamental beliefs is 'Sustainability begins with a product that lasts'. Cordura Denim and Ecomade recycled polyester fabrics are fully equipped for this role. Besides, more and more fabrics by Cordura are centered on the concept of 'lighter/stronger': the idea is to reduce the amount of raw material whilst maintaining long-term performance.

www.cordura.com

ISKO

In an exclusive interview with WeAr, Marco Lucietti, Isko's marketing director, gives an insight into the business strategy of the leading denim fabric manufacturer.

Where are the opportunities in denim within the next 24 months?

We see great opportunities in 'athleisure', the trend merging fashion and active life. Another interesting challenge is to add comfort to selvage and traditional denim, which is usually perceived as rigid. Responsible innovation and commitment to eco-sustainability are also important.

How can the market convince consumers to buy into innovative new denim rather than restock their current models?

Since denim is so democratic and influenced by social changes, innovative denim will always be relevant for the contemporary wearer. The key for the manufacturer is to anticipate arising consumer demands, such as comfort, technology and novelty.

Does Isko work with retailers, as well as brands?

Isko is a major player that can fulfill retailers' requests, making fast and continuous change possible. We work with many retailers, such as **Topshop** and **Uniqlo**, but in general with anyone who would like to offer valuable products. We also have a long history in working with high-end brands, such as **J Brand**, **Frame**, **Pierre Cardin**, **Armani Jeans** and **3x1**.

Is Isko trying to set the trend or to follow what consumers want?

Isko has always set the trends: the biggest revolutions in denim were launched and inaugu-rated by Isko. Think, for example, 'Jeggings', 'Isko Future Face' (the woven fabric with a knit look that provides extraordinary comfort and enhanced shape retention), athleisure, 'Isko Blue Skin' (the technology that allows 360-degree movement) and the four-way stretch for yoga and sport. Our goal is to always be at the forefront to offer inspiration to the industry. Right now we are working on wearable technology.

www.isko.com.tr



Marco Lucietti