

NEW DENIM: STRENGTH AND KINDNESS

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WeAr EDITORS SUM UP THE LATEST DENIM INNOVATIONS

For S/S 18, the denim world is marrying strength and softness, reminiscing about the 1970s and 1980s, and striving to become more ethical.

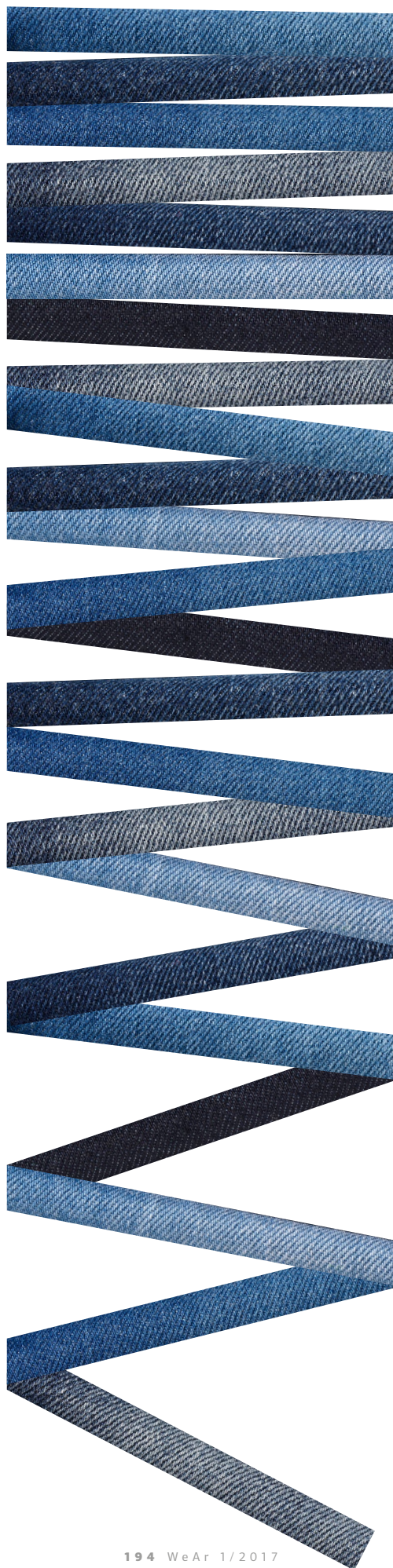
STRETCHING YOUR GOALS

One of the major challenges for jeans makers is to offer as much comfort as possible without compromising on shape. "Usually, as stretch increases, so does growth ... and garments lose shape," says **US Denim** European representative Rinze Koopmans. The brand's latest fabric, 'Max Flex', offers more than 100% stretch with less than 3.5% growth. "That lets MaxFlex garments fit to flatter, without sagging after wear, so designers can make their customers look one size smaller," Koopmans explains.

At **Cordura**, new softened strength denims incorporating Tencel fiber are featured in the 'Infinity' Collection, part of the 'Authentic Alchemie' portfolio. The collection is produced in collaboration with Lenzing Tencel and offers light and comfortable denims with impressive durability and strength.

Calik's 'Circular Elastech' family gives a genuine full range of motion. As a result of Elastech technology in the warp and weft, jeans hold the same shape as on day one. And the brand's 'Raw Stretch' concept offers a raw denim look with the comfort of stretch. Until now raw denim was preferred mostly by men, but 'Raw Stretch' aims to make the look available to women – who tend to be more demanding when it comes to comfort – as well.

In general, listening to the body is key for successful denim manufacturing. **Orta** is busy redefining the concept of stretch with its S/S 18 'Aerolight' fabric that is all about motion and flow. The fabric is inspired by the Wanderlust festival, an outdoor gathering that focuses on yoga, meditation and other ways to reconnect with the body.



NOSTALGIA

Vintage dyes and silhouettes are on denim manufacturers' minds. Prosperity has introduced Carmine Blue, a unique 70s-inspired indigo shade which lends itself perfectly to vintage inspired denims, either rigid or with a hint of stretch.

In the meantime, **Isko**, in its 'TRUEBLU' family, mixes its deeply authentic vintage attitude with a modern twist. 'Back To The Future' is a modern interpretation of fabric styles from the 70s and the 80s, and 'Knife Edge Twill' is inspired by second hand wash out and by raw Japanese denim from the 80s.

KIND TO THE WORLD

Style and comfort, however, are not enough unless they are produced sustainably – another key concern for denim manufacturers. **Prosperity** has launched its 'Trans-form' collection featuring creora Fit2 technology, which offers a low heat settable feature so that the heat setting temperature can be reduced by 15°C, allowing better stretch control and lower energy consumption. Besides, all of the brand's lightweights and shirting fabrics are made with BCI cotton and post-consumer recycled cotton. Similarly, **Bossa**, whose cotton consumption currently includes 35% BCI cotton, has committed to increase this to 60% in 2017, and the 2018 target is a whopping 90%; the remaining 10% will be organic cotton, allowing only sustainable cottons to be produced at the mill.