

Dynamo



Isko



The light-reflective trend has made it into the denim world, too. In **Isko**'s S/S 2018 line, the Isko Luxure Denim fabric, part of the 'Beyondblu' family, includes a lurex weft yarn that produces a bright and silky reflection. Lightweight fibers are key: Isko PJ SOFT fabrics, in the 'Gamechanger' line, mix Modal with cotton and Lycra.

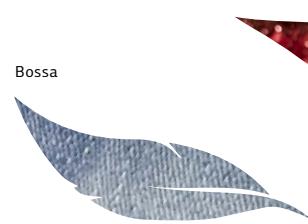
Moreover, in denim, "lightness" is also about treading lightly in terms of environmental footprint. At **Prosperity**, all lightweights/shirtings are made with BCI cotton, and post-consumer recycled cotton has become a mainstay. Repreve, Sorona and the brand's vast offering of Tencel are other sustainable takes on lightweight materials.

Orta is going light on water and heat consumption in its 'Indigo Flow' denim collection. The Reserve Flow advanced dyeing process allows up to 70% reduced water usage and saves energy, as no heat is needed for fixing the color. The Clean Flow technology uses an organic waste-reducing agent, which results in clean waste water and no salt formation.

Bossa explores the relationship between lightness and sturdiness: in their S/S 18 line, authentic denim looks are achieved in featherweight materials, while lightweights such as Modal, Tencel and polyamide blends gain firmness while retaining their silky touch. Similarly, **US Denim** has proposed a Bi-stretch Selvedge fabric that combines the rough nature of selvedge denim with the comfort of stretch. Meanwhile, at **Dynamo**, the 'Day and Night' line that comprises cotton blends with stretch, Tencel, Modal, etc., proposes lightness around the clock: these fabrics are casual but suitable to wear to work as well as dinner and drinks afterwards.

Finally, **Cordura** takes the concept of lightness even further and imagines defying gravity altogether in its space-inspired 'X Venture Collexion', inspired by retro astronaut gear: a nod to the company's 1960s roots. Designed by **Struktur Studio**, it is a collaboration between Cordura and **Artistic Milliners**, featuring Tencel from **Lenzing** and coatings by **Schoeller Technologies AG**.

Bossa



Cordura

