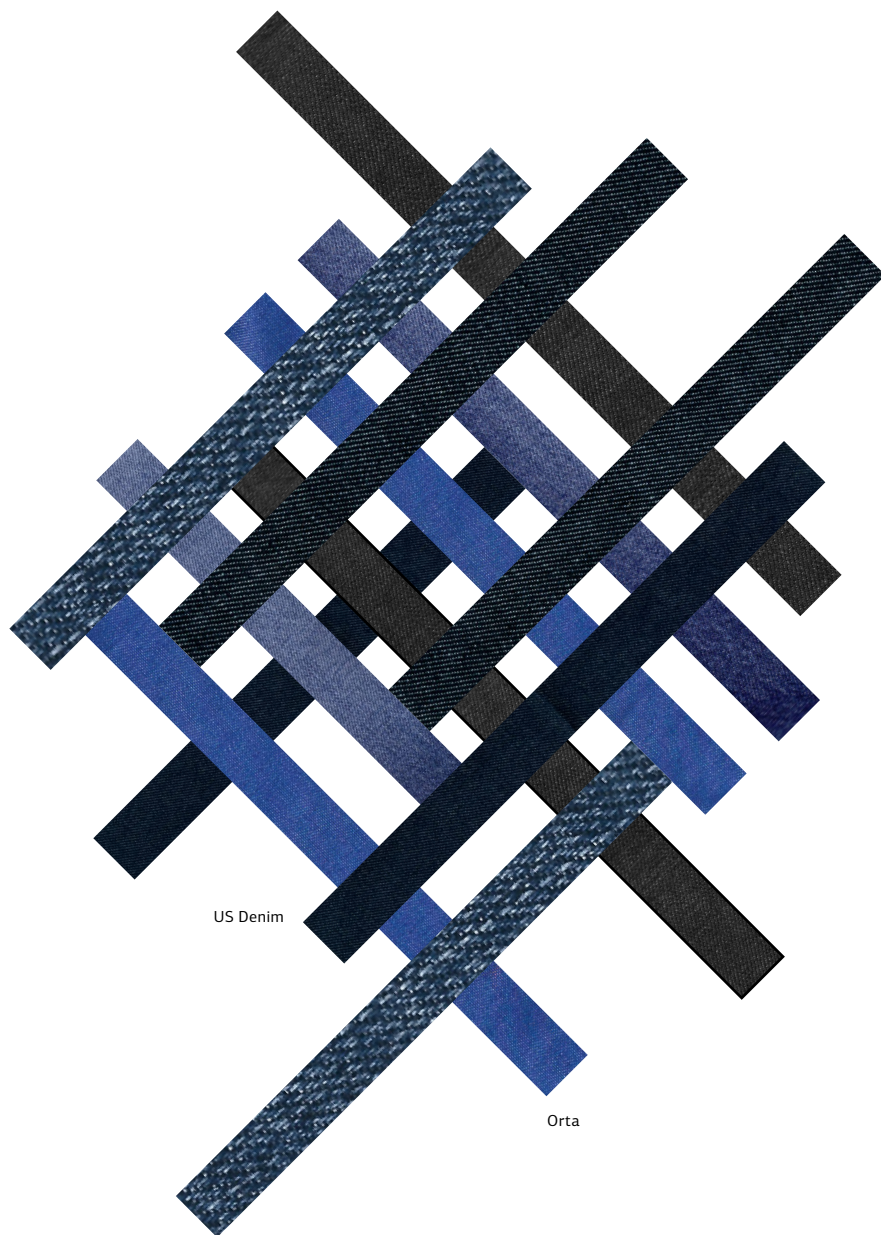


WEAVES AND WAVES

WeAr HAS CAUGHT UP WITH LEADING DENIM AND FABRIC MANUFACTURERS TO FIND OUT ABOUT THEIR LATEST DEVELOPMENTS.



US Denim

Orta

ADVANCED FIBERS AND WEAVES

The recent cultural craze around the Danish concept of *hygge* – comfort, coziness and an easy-going mood – seem to have reached the fabric industry: manufacturers are looking into increasing lightness and comfort. At **US Denim**, Lycra weaves are delivering numerous new stretch possibilities. Alternative natural fibers are blended, spun and woven for coziness, and thermal-management yarns are incorporated for seasonal warmth.

Orta has developed a new cloud weave construction, resulting in cashmere-like softness. Calik is continuing to develop its Red Carpet concept, incorporating a new dyeing technology that achieves a silky softness; it has also developed new weaves with a loose twill as well as bi-stretch products with a knitted look.

While comfort is important, so too is durability, as Cordura's new Live Durable campaign and tagline suggest. The latest additions to the brand's fabric portfolio include hard-wearing, hard-working denims featuring cutting-edge fabrics with high tear strength and stretch recovery.

SUSTAINABILITY

A lot of fiber innovations are created not only for extra comfort but to increase sustainability. **Prosperity** is partnering with Lenzing to add Refibra, a new Tencel fiber made from pulp that contains cotton scraps left over from cutting operations, to its new denim shirting collections. This fiber is made through the Lyocell production process, and the denim that utilizes it combines Tencel properties and the recycling of cotton scraps – an important step towards a circular economy for textiles.

Calik is exploring new finishing techniques to reduce washing time, allowing both time and energy to be saved while also helping to protect the environment. US Denim is revamping its production processes for dramatic reductions in water use, moving to harm-free chemicals, and boosting organic production of the Punjab's famous bottom-wear cotton to satisfy the fashion industry's increasing demand. It is also making more recycled denim, including jeans that reuse the fluff that is produced during weaving, and perfecting other techniques to allow more post-consumer upcycling. The brand is also working on new fabrics that utilize discarded bottles, unwanted poultry down-feathers and even collected spider silk.