

## HYBRIDITY

Synergies are key in fabric manufacturing – not only between comfort and authenticity but also between denim and activewear, and multiple fabrics with differing qualities. This is probably why Calik Denim's **'Fly Jean'** concept is one of the brand's bestsellers, offering impossible lightness, exceptional flexibility and creamy softness of sportswear but in a denim look: a true athleisure style.

**Cordura** has had great success exploring synergies in its fabric blends. Its **'NYCO'** blend made with cotton and linen fibers won prizes in the Outer Layer and Street Sports categories at ISPO Textrends, and its **'Combat Wool'** camouflage pattern nylon/wool blend was selected as a Top 10 winner in the Street Sports category.

Meanwhile, **Orta** has adopted 'Life Cycle Assessment', a tool to quantify environmental performance of a product by taking its complete life cycle into account. LCA will help analyze the life cycle of denim production in a transparent and systematic way to identify hotspots like carbon and water footprints, environmental product declarations and determination of key performance indicators. The brand expects a high consumer interest for fabrics made using the tool.

Finally, **Cordura** focuses on this growing environmental consciousness by making its fabrics famously durable, as well as by utilizing innovative technologies. And this is paying off: the label's 'HP' fabric made with 100% recycled polyester was recognized in the Eco Era category at the ISPO Textrends Awards, and the 'SDN' fabric made with solution-dyed nylon technology was selected as a Top 10 winner in the Soft Equipment category. Solution-dyed nylon technology produces pre-colored yarns, offering mills a way to help reduce water and energy consumption.

## SUSTAINABILITY

"Consumer demand for sustainable fabrics that are ethically-sourced, good for the environment and made by brands that share their values is steadily growing," says Noemi Sánchez from **Evloxx**. With this in mind, the company has brought about **'TOTAL CARE by Evloxx'**, an eco-line produced through a sustainable denim manufacturing cycle. The highlight of the collection is **'RENIM'**, recycled denim fabrics made with up to 35% recycled materials, with ECO4 sustainable finishing that uses ozone, pre- and post-consumer recycled cotton and recycled polyester from PET bottles.

At **Isko**, sustainability is tackled through innovation in man-made fibers. This is how the company created **'ISKO Cottonized'**, a fabric with a denim look, drape, and wash-down, but made without cotton. Compared to natural fibers, the innovative man-made ones need less water. Dissolving wood pulp is reintroduced to the production cycle and is biodegradable. As an SAC verified member, Isko sources raw materials in its 'ISKO Cottonized' fabrics from an SAC HIGG verified supplier.

