

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 **Evlox**. With this in mind, the company has brought about '**TOTAL CARE by Evlox**', 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.