

SHAPE SYNC

BY SOORTY

Soorty, in collaboration with The LYCRA Company, introduces a groundbreaking denim technology born from real consumer needs and desires: **ShapeSync**.

Feel confident in your denim every day, with **targeted lift and support**.

CATERS ALL SIZES, SHAPES,
AND BODY TYPES.



Ultra-flattering denim that delivers the closest to a customized fit experience.



Crafted with precision, **ShapeSync** embraces every curve.

For a sculpted silhouette of the tummy, thighs, legs, rear, and waist, the patented technology adapts to the needs of every wearer offering supreme levels of contouring where desired, and easy stretch everywhere else for ultimate comfort.

Scaled up by Soorty to make the technology accessible for women of all shapes and sizes, the magic lies in the combination of LYCRA® FitSense™ Denim technology and advanced garment treatments that deliver discreet and invisible support, eliminating the need for additional methods like shapewear.

ShapeSync enables comfortable shaping to become a reality – jeans that are easy to pull on and take off, a customized solution that suits every body type and shape, ensuring the authentic look and feel of denim is retained.

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