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**Soorty Announces Launch of Second Life**

*Soorty’s In-House Circularity Initiative to Close the Loop in Textile-to-Textile Recycling*

(17, April, Amsterdam, 2023) –**Soorty**, one of Pakistan's largest vertically integrated denim manufacturers, is pleased to announce the launch of **Second Life**, their in-house circularity initiative to close the loop in textile-to-textile recycling. With their newest initiative, **Soorty** aims to raise awareness and a call to action in eliminating the dependency on raw materials and generating value by keeping products in the loop for longer to help lower environmental impact.

On a mission to be the solution provider to one of our planet’s biggest problems, textile waste, **Second** **Life** offers innovative & cost-conscious recycled fiber solutions closing the loop in fashion via textile-to-textile recycling. Soorty’s denim expertise enables a true understanding of how durable fabrics are made as well as what is needed from a fiber for a fabric with optimum quality and that is what sets Second Life apart in competition from other providers of recycled fibers. Moreover, Second Life has consistent and pure resource which accommodates fibers and yarns with high quality.

**Soorty** contracted grading houses that import secure leftover denim from all over the world to repair, re-sell and reuse where and when possible. Their source is what is left at the end of this chain — leftovers that are absolutely no longer functional in any other way. The garments at the bottom most rung of the waste hierarchy, cannot be re-sold, repaired, or even upcycled and destined to landfill. They only use non-polyester jeans removing all threads and other poly-based parts before recycling, and do not use any other discarded textile waste besides denim. Using a single type of source allows them to optimize machines, leading to the best fiber opening and the highest possible length for recycled fibers.

**Second Life** also offers verification in sustainability, operating in alignment with the highest environmental & social standards. The minimal impact fiber is produced entirely in-house using solar energy to power its recycling line. Additionally using consistent feedstock offering transparent impact data, maximum possible fiber length, uniform shade and consistent quality and testing outcomes. Being completely transparent about its emissions, all of **Second Life’s** information is publicly available on the HIGG Materials Sustainability Index. With supply chains that are environmentally responsible and socially just, their production is third-party certified, and transparently made products are traceable. Soorty’s traceability partner, Haelixa’s DNA solution further ensures transparency in the supply chain. This enables them to mark, trace, and authenticate **Second Life** products from the early stages of yarn and making it to the retail floor.

Designed for circularity, **Second Life** repurposes textile waste turning it into high-quality recycled fibers used to weave new fabrics for new garments, utilizing the most sophisticated and advanced technology from textile waste to produce customizable yarn. **Second Life** is the only fiber in the Higg Index made by recovering used jeans. Different tests confirm that Second Life is superior to alternatives in the market in terms of yarn & product strength, contamination visibility after washing as well as the hand feel of the product. After processes, the result is a beautifully recycled pair of jeans ready for its Second Life.

**Soorty** has spent years crafting different sustainable initiatives ahead of **Second Life’s** launch. Spanning from investing in the launch of their spinning mill to drive innovation and quality in fabric development in 2011, launching their spinning mill with 16800 spindles & 2 separate production lines, and gaining certification from GOTS, OCS, GRS, and more in 2012 to starting the use of their process waste as an input in spinning as well as recycling the post-consumer waste in 2016. As of 2022, Soorty is one of the world’s most versatile spinning mills with the ability to run 25 different fibers efficiently at any given time. In the near future, they look to increase their recycling capacity from 75 tons per month to 250 tons per month in 2024 as they plan to add 24,000 new spindles this year.

**Second Life** was born out of **Soorty’s** vision to create denim that not only makes people look good, but also feel good. **Soorty** prides themselves on making clothes that re-use limited new materials, saying yes to a circular future. To a future of infinite possibilities, fashioned from the re-use of finite materials, they are saying yes to a balanced planet that can sustain life effortlessly. **Second Life** is part of the solution that gives Earth a second chance.

**About Soorty**

Soorty is a family of engineers and designers who are passionate about creating denim that makes people look and feel good by imbuing its core values of innovation, design and sustainability. Believing that sustainable denim needs to be manufactured at scale, Soorty is using its comprehensive vertically integrated infrastructure spanning Pakistan, Turkey and Bangladesh to do just that. The company offers LEED certified production in cost-leading countries Pakistan and Bangladesh, a co-creation development facility in the hub of denim innovation Turkey, and design centers in the denim fashion hubs of the world - New York and Amsterdam. It has developed a strong foothold in European and US markets, producing for high street as well as premium brands in these regions.

Soorty is the only company to have LEED Platinum and Cradle2Cradle Gold certification across both its denim fabric mill and garment factory, a testament to its commitment to the circular economy and mass sustainable production.

Soorty uses its extensive factory floors as spaces for social change. Under its Prism Project, it has hired hearing impaired individuals in high-noise areas in its laundry, flipping disabilities into strengths. Its SEWS program uses a traveling street theater to sensitize male members of under-privileged households to the benefits of female employment, in order to bring a paradigm shift in women labor force participation in Pakistan.

Soorty Organic Cotton Initiative, SOCI, is Soorty’s recent venture into organic cotton farming.  Covering 1000 farmers, SOCI will not only build capacity for organic cotton, but also enhance livelihoods through financial inclusion, women vocational training and access to clean water.

NASDA Green Energy limited is Soorty Group’s venture into wind power. Starting September 2021, this will produce 50 MW of renewable energy for evacuation through the national grid to unelectrified rural neighborhoods.

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