

Color Story by Soorty

- COLOR ME HAPPY -



Fun

Venture into colors with Soorty's Spring Summer 2024.

Our latest capsule blends fashion and moods, experimenting and exploring reality through conscious wardrobe staples featuring a wide range of color palettes to show how people feel in different situations.

To funk and excite our lives a little, we color our garments, sparking playful visuals and feelings.

Dreamy

Confident

Solid DIP DYE washed on PFGD

On ready-to-dye fabric, the styles and washes are carefully selected to accommodate various moods and times of the day. Light, delicate, similar color tones are used to create a party vibe. Dark, solid dip dye washes on PFGD garments enable daily use. Similarly, loungewear with monochromatic solid dyes makes the wearer feel at home.





Natural and

The dramatic shift in communities, the environment, and our routine needs wellness and mood-enhancing stories that are inspiring, powerful, and creative.

Color me happy is about the art of knowing and using the aesthetics of color responsibly through natural and conventional dyes combined with our high-tech laundry techniques. With Evolve we artfully applied patterns through laser to give the garments an aesthetic appeal. Color laser and double dye are also applied at various points to celebrate different emotions.

Dyes

Conventional



BOTTOM | COLOR ME HAPPY

These cargo pants are dyed with dischargeable dyes and the look is achieved by double dye binding technique.

Men's Jog trousers with a relaxed fit and cargo pockets for everyday wear.



OBWN-4017C-EC

99% Cotton, 1% Elastane







BOTTOM | COLOR ME HAPPY

A soft rinse wash.

This slim-fit chino is comfortable to move around in, and the wearer looks smart and trendy.



N-RDD-DRB-4900H-EC

84% Cotton, 14% Polyester, 2% Elastane



BOTTOM | COLOR ME HAPPY

This garment is dyed with dischargeable dye and the tie-dye effect is achieved through Laser process.

Hunter tie-dye pants with cargo pockets and details on both legs.



N-PFGD-3885-EC

55% Cotton, 20% ECOVERO™, 14% Modal, 9% T-400, 2% Elastane







TOP | COLOR ME HAPPY

Random wash technique is used to give high and lows after dyeing with dischargeable dyes.

A men's utility shirt with flap pockets and tie dye fades.



OBWN-4017C-EC

99% Cotton, 1% Elastane



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