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**Soorty Announces Launch of Their Newest Collection: Looking Back to Move Forward**

(xx, April, xx 2023) –**Soorty**, one of Pakistan's largest vertically integrated denim manufacturers, is pleased to announce its newest denim collection, **Looking Back to Move Forward.**  Defining themselves as engineers at heart with a need to be restorative by design, this collection Soorty crafted a story of denim fabrics & garments that takes a look into how denim evolved with humanity & culture over time, with an emphasis on heritage, ownership, and innovation to design possibilities for a better tomorrow.

The 3 main concepts within the**Looking Back to Move Forward**collection reference the past, today and the future of our wardrobes. Aiming for forward-thinking designs, **Soorty** was inspired by their cultural past as the denim fabric is interwoven with culture. They explored their heritage as a source of knowledge, expressing the power of human creativity and innovation through ages. Focusing on fine details, longevity, and subtle references to past archives, **Looking Back to Move Forward**keeps things simple and reinvents denim with timeless classics simply by honoring the past, using the best materials and technologies of our day to design the vintage of tomorrow.

With the impact of the digital age and climate crisis, **Soorty** feels the urge to be a conscious futurologist who encapsulates and delivers new possibilities. They believe in building a future with approachable steps today as a fantastic future lies ahead. Creative, experimental, and collaborative art heart, **Soorty**’s newest fabric collection pushes the boundaries of using resources most effectively, challenging the norms, and mixing old and new ideas as well as technologies to design solutions that have never been seen before.

From garment making to manufacturing, **Soorty** chooses tradition, drawing inspiration from simplicity, ease, and comfort. The collection focuses on functionality and highlights basic details such as wide-legged silhouettes and a variety of novelty conscious washes and coatings designed with absolute attention to environmental and social impact. Although traditional at its core, several pieces within the **Looking Back to Move Forward** collection celebrate the rebellious, young, and unconventional style, drawing inspiration from bold and subversive subcultures and pushing the limits of fashion. The gender-neutral pieces aim to resurrect the spirit of daring and nonconformist styles. Additionally, the collection includes futuristic-looking garments that prioritize comfort, functionality, and performance while still maintaining a classic traditional aesthetic. Every garment embodies a harmonious blend of contemporary style with meaningful functionality through the use of innovative techniques, such as eroded surfaces, cosmos-inspired washes, and bold threading details.

Soorty will launch its new fabrics and garments collections **Looking Back to Move Forward** next week in Kingpins Amsterdam on April 12-13th. For Fabrics collection, visitors can find Soorty in the Blue Area, Booth 50 and for Garments, it is White Area, Booth 09.

**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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