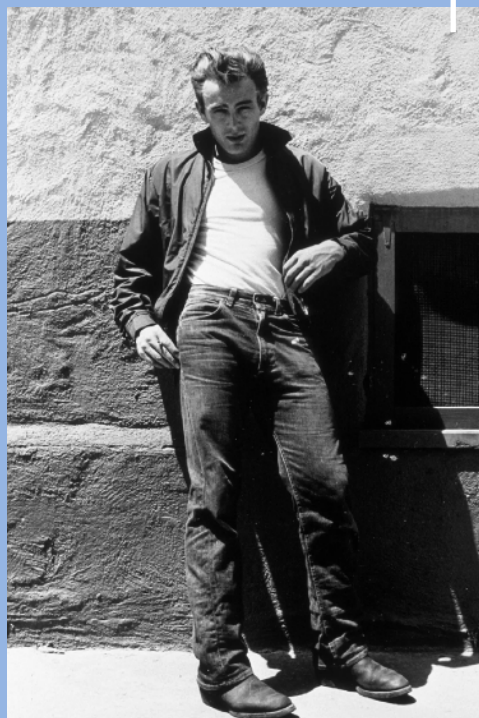




LOOKING BACK TO MOVE FORWARD

SOORTY

FABRICS



RESTORATIVE BY DESIGN

WE DEFINE OURSELVES
AS ENGINEERS AT HEART
WITH A NEED TO BE
RESTORATIVE BY DESIGN

Our canvas, denim, has evolved with humanity over the years, witnessing multiple shifts as technology, politics, culture, mindset, climate and social norms changed and reflected as habits, wants, needs, trends as well as what we expect from our wardrobes.

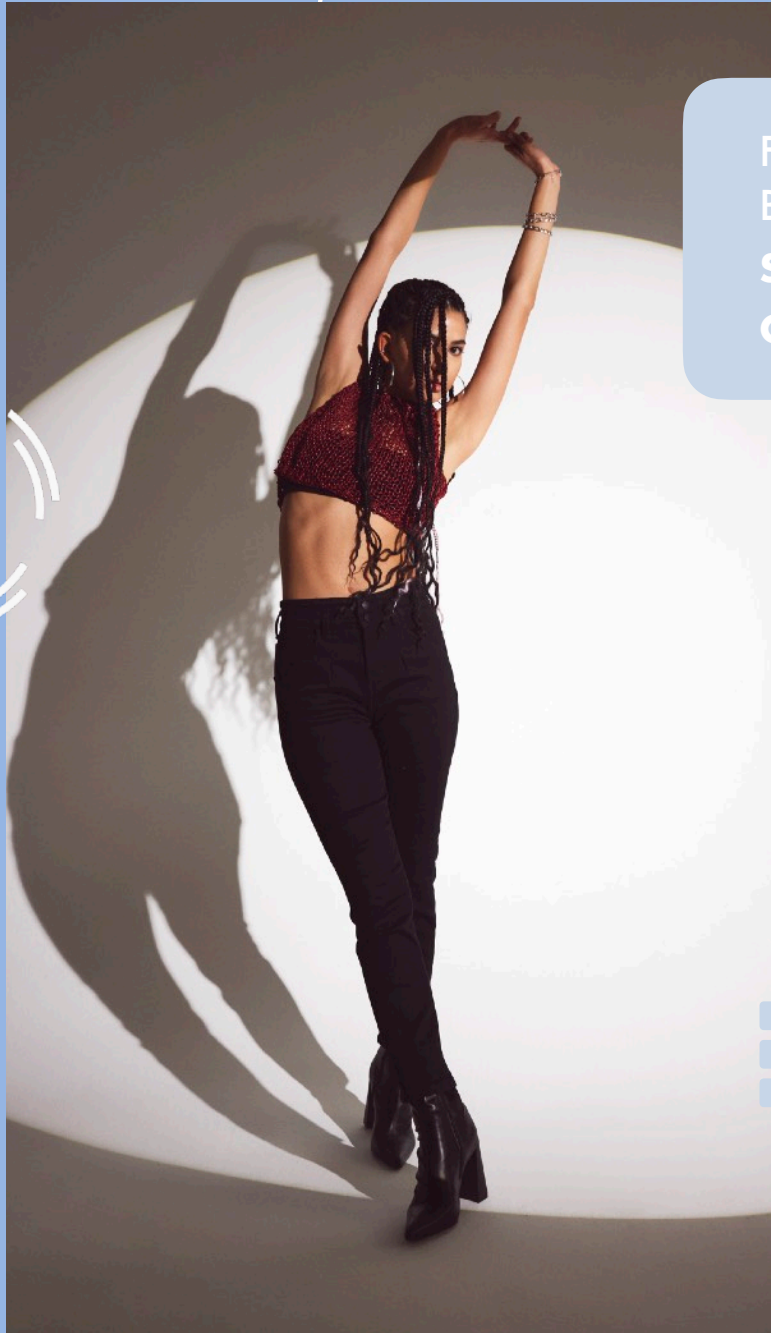
**the imagery, videos and the content used were sourced from public domains.*



A woman with dark hair in braids is lying on her side on a white surface. She is wearing a blue textured, long-sleeved sweater and light blue denim jeans. She is looking towards the camera. The background is a solid blue color. A white speech bubble-like shape is overlaid on the image, containing the text.

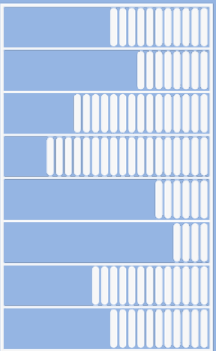
**"I THINK TROUSERS
ARE A BAROMETER FOR
SOCIETY & CULTURE"**

**AITOR THROUP
G-STAR RAW**



FASHION GOES BEYOND CLOTHES.
STYLE IS A WAY OF SELF EXPRESSION.

This collection, we are taking a closer look into this journey we've been having. Doing so we not only see how much we've accomplished but also construct where we still want to be in the days to come as we aim to better ourselves and gain resilience with purpose.



RENAISSANCE OF DENIM

With multiple crisis (social, environmental, financial, international) around the world there are simply too many questions in the air and the same goes for our industry.

We approach this as an exciting opportunity that helps us define and design the future we'd like to live. So this is an open call to..

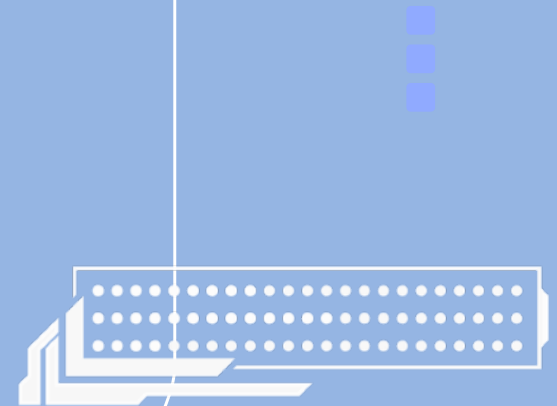
Stop and think about..

PURPOSE

UTILITY

CLOSING THE CIRCLE

from denim's long & really interesting tradition to true innovation.





GO WITH THE ARCHIVES





Aiming for **Forward Thinking Design, Inspired by our Cultural Past.**

The denim fabric is quite **literally interwoven with culture.**

Progressing with time, owning jeans we feel comfortable in always had a lot to do with subcultures and definition of self.





Learning from the past, utilizing our most recent assets, techniques, technologies we shape the future as we weave and construct the vintage of tomorrow.



Our clothes have always told something about us. In the past, a pair of well-worn color-faded jeans showed that the wearer was one of hard-work, honest-labor and dedication. Now this worn in look is achieved via smart and conscious technologies in a much much shorter time frame, and the conscious consumer goes for these responsibly made pairs of jeans. How this will be in the future.... we will design together.

Our concept GO WITH THE ARCHIVES explores heritage as a source of knowledge which express **the power of human creativity and innovation through ages.**

Smart Indigo
Salt Free Dyeing
Zero Waste Water

Different Wear Comforts -
Rigids, Comfort, Mid & High Stretches

High Stretch & Low Growth
Clear Twill Lines
Cross Hatch
Authentic Looks
Soft Touch
New Colors & Casts - Blue, Black
and Gray Shades, Green Casts

Conscious Fiber Blends with Cotton, PCW,
TENCEL™ Lyocell, LYCRA® dualFX®

Recycled PCW Content- Second Life

Wide Width





Longevity geared attitude
Resonate with the end consumer
Keeping things simple

Subtle references
Relatable workwear influences
Baggy silhouettes

Laser prints done creatively
Layers of making things
Denim as a canvas





TWISTED ARCHIVES



REINVENTING TIMELESS CLASSICS

Honoring the past, using the best materials and technologies of our day to design the vintage of tomorrow.

MODERN

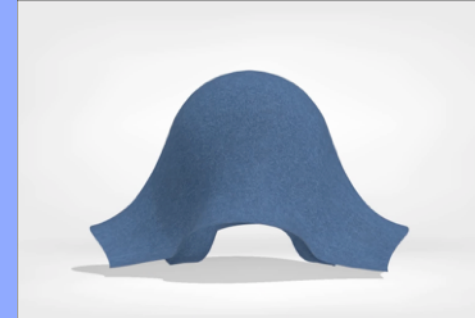


CREATIVE

PRACTICAL

DURABILITY

LONGEVITY



HIGH QUALITY



Following a phase where time has both stretched and condensed, disappeared and weighed heavy, we utilize considered design as a tool to polish **time-honored classics with responsible technologies** so they make sense and be relatable, unlocking purpose.

TWISTED ARCHIVES is a collection of wardrobe essentials reinvented - clear, classic, timeless pieces that perform right and add value.



Smart Indigo
Zero Waste Water
3D Dobby Weaves
High Stretch & Low Growth
Stretch Without Stretch

Different Wear Comforts -
Rigids, Comfort, Mid & High
Stretches

Booster - Easy Stretch
Heavier Weights
Cotton Free
Laser Ready
Unisex

Authentic Looks -
Marble Effects and Slubs

Conscious Fiber Blends with
Cotton, PCW, TENCEL™
Lyocell, Circulose®, LYCRA®
dualFX®, EcoVero™,
Sorona®, REPREVE®

CONSCIOUS FIBER BLENDS

TENCEL™ Lyocell

CIRCULOSE®

LYCRA® DUALFX®

ECOVERO™

SORONA®

REPREVE®

SUBVERTING TRADITIONS



Fashion with a capital F,
Denim with a capital D
Young, rebellious and indulgent

Somewhere between innovation
and tradition, a bit of both
The futuristic & youthful vibes
of the 80s and 90s
Indulged with denim creativity

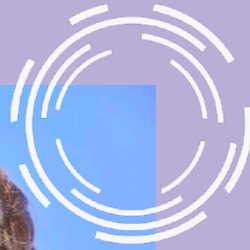
Breaking with tradition via the fabric
itself - destructions, ribbed jeans and
blending things together via layers
Bringing back pre-internet moves
& looks



FUTURE ARCHIVES



With the impact of the digital age and climate crisis, we feel the urge to be conscious futurologists who encapsulate & deliver new possibilities as we are building Future Archives.



CONSCIOUS FUTUROLOGISTS

THE FANTASTIC FUTURE
LIES AHEAD OF US.





“TODAY’S YOUNG PEOPLE ARE DIGITALLY SAVVY, GLOBALLY CONSCIOUS, THINKING ABOUT THE PROBLEMS THAT WE FACE IN NEW WAYS, AND THEY’RE BRINGING NEW IDEAS TO THE TABLE, EXCITING IDEAS”

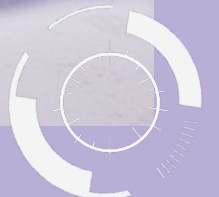
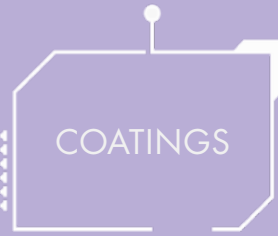


CHRISTINE GOULD,
FOUNDER & CEO AT
THOUGHT FOR FOOD





Creative, experimental, and collaborative, we are pushing boundaries to use resources in the most effective way, challenging the norms, mixing old & new ideas, **technologies to create solutions that have never been seen before.**





Longevity

Zero Waste Water

3D Dobby Weaves

Special Finishes -
Glaze & Shine

Clear Twill Lines

Cross Hatch

PFGD

Moisture Whicking

Lighter Weights

Coatings

Quick Wash

C2C Gold Certified



Authentic Looks -
Marble Effects and Slubs



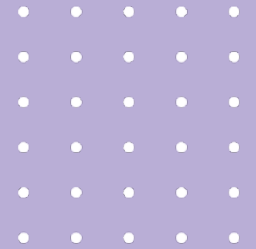
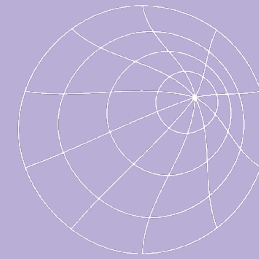
Different Wear Comforts -
Rigids, Comfort, Mid, High
and Bi-Stretches



New Colors and Casts - Blue, Black
and Gray Shades, Green Casts

Conscious Fiber Blends with
Cotton, PCW, TENCEL™ Lyocell,
Hemp, REPREEVE®, SOCI,
TENCEL™ Indigo Modal





Exceeded wear comfort via bistretches

Stretch without stretch

PFGD dyed weft

Corduroy look

Double G2 process - reduced black cast

CLASHING TRADITION AND INNOVATION

Digging deeper to find value and realize all the things we once missed



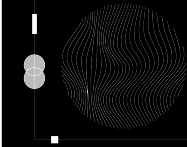
Technology
advancing
pioneering looks

Time proven,
naturally interesting
design details

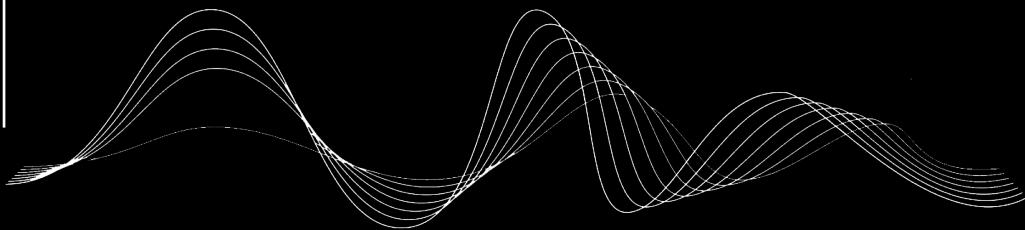
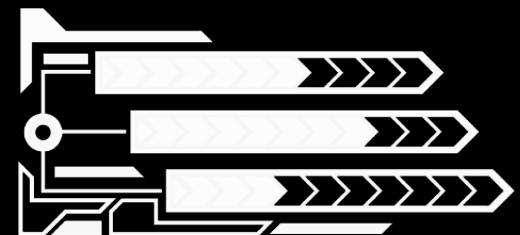
Technical and
functional
ergonomics
connectivity



URBAN UTILITY
DURABILITY
AND
FUNCTION



Generating denim –
spaceship couture





DYEING INNOVATIONS

SMART INDIGO

Our smart technology where we reduce indigo in a fully automated process, replacing heavy chemicals with electrochemistry.

With smart indigo we produce our own liquid indigo that is granted an ECO PASSPORT by OEKO-TEX®.

ZERO WATER DYEING

Our innovative dyeing process reducing water use up to 90%.

- reduced water & energy use
 - lower CO2
 - less chemicals & less water treatment required
 - all chemicals & auxiliaries are GOTS approved
-

SALT FREE DYEING

Special dyeing technique to dye indigo which generate minimal salt in the dyeing

BLACK THEORY

Our innovative responsible over-dye process which enhances the black dye intake and giving the fabric surface sheen.

COLOR INNOVATIONS

NATURAL INDIGO

Natural & biodegradable indigo extracted from the Indigofera plant.

True denim aesthetics with improved impact compared to synthetic dyes.

NEW GRAY CAST

A new blue color that gives a vintage reminiscing grey hue when washed down.

NEW GREEN CAST

A new blue shade that washes down in greenish hues.

INKY INDIGO

An indigo shade with a very rich, ink-like, dark color.



FINISHING INNOVATIONS

ZERO WASTE WATER FINISHING

Special finishing technique that use 95% less water as compare to conventional finishing

COATINGS

A layer of pigment application to the surface of the denim fabric, offering various looks and feels - eg. leather like.

GLAZE

Special over dyeing at the finishing stage to avoid the use of chemicals and dyes at the dyeing, washing off with a glaze and shine.

FINISHING INNOVATIONS



MOISTURE WICKING

Fabric that does not absorb moisture (eg. sweat) but captures and pulls it to the surface so it can evaporate.

CLEAR TWILLS

Fabric constructed with prominent twills adding on to the visual performance for a truly authentic denim feeling.

EVERCOMFORT

Science of comfort engineered for an ultimate feeling in your high performance jeans, without the use of elastane.

C2C GOLD CERTIFIED

Our range of fabrics that are C2C certified - a verification of circularity that demands all components of production are low on waste & environmental impact, and can be reused, repurposed or recycled at the end of its lifetime.

COTTON FREE

Fabrics woven without any virgin cotton fiber.

LYOCELL RICH

Fabrics woven with a content that is rich (high in %) in terms of the manmade cellulosic fiber TENCEL™ Lyocell.

BI-STRETCH

Denim fabric that can stretch 360° in both directions (crosswise & lengthwise), providing an incredible wear comfort as well as an increased performance via the unraveling fabric.

BOOSTER

Easy stretch fabrics offering greater bounce back with lower growth values.



REPREEVE®

Unifi's branded traceable recycled performance fiber, used to make textiles with wicking, odor control, water resistance, and more.

SOCI

Soorty's organic cotton initiative aiming to drive positive environmental & social impact :

- no GMO seeds or pesticides,
- working directly with farmers,
- uplifting communities
- enhancing land.
- certified as Organic Cotton in the 2nd year, OCA

In partnership with WWF-Pakistan and the Department of Agriculture Extension, Balochistan.

COTTON FREE

Fabric woven with manmade fiber alternatives with no cotton - eg. EcoVero™ and TENCEL™ Lyocell blend for extra performance like wear comfort coming from softness while improving the environmental impact too.



LOOKING BACK BY MOVING FORWARD LOOKING BACK BY MOVING FORWARD LOOKING BACK BY

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