**Soorty Presents an Exclusive Sustainable Denim Showcase at SpaceD on January 23, 2024**

New York, NY – [Date] – Soorty, the global denim manufacturing powerhouse striving to produce sustainable denim at scale, is set to host the first SpaceD event of 2024.

Designed to be immersive explorations of sustainable denim innovation, the bi-annual SpaceD events are an anticipated gathering of the industry which provides the attendees with the enriching experience to convene with experts and get to know smart innovations which shape the future of denim. SpaceD is an innovative platform that brings together industry experts, creators, and visionaries to explore the latest advancements in sustainable fashion, particularly in the denim sector. It serves as a dynamic hub for collaborations, discussions, and presentations that push the boundaries of sustainable denim innovation.

**Event Details:**

* **Date:** January 23, 2024
* **Time:** doors open at 12pm - open day all day - presentations and workshops from 5pm onwards
* **Location:** 902 Broadway Suite 1611 New York, NY 10010

**Highlights of the Event Sustainable Innovation:**

* **Soorty Cotton Clubhouse:** An immersive experience that engages with all 5 senses of visitors while unveiling Soorty’s 3 responsible cotton procurement options: SOCI (Soorty Organic Cotton Initiative), Second Life—Soorty's denim-to-denim recycled cotton solutions and Soorty Regen — Soorty’s venture into regenerative cotton farming.
* **Exclusive Trends Presentation** by the esteemed industry expert, Miles Johnson, showcasing AW2526 denim trends curated specially for SpaceD visitors.
* **The Mills Fabrica NYC Pop-Up** SpaceD will temporarily host the London based solutions accelerating platform Mills Fabrica, and its pioneering innovators Beyond Remade, Fibe, Circ, and Xeros.
	+ **Beyond Remade** - Reimagined timeless classics using reclaimed textiles, made by long-time vintage lovers Beyond Retro. https://www.beyondremade.com/
	+ **Fibe** Making textile fibers from potato waste. The material uses 99.7% less water, no additional land and produces 82% less CO2e than cotton. https://www.fibe.uk/
	+ **Xeros** A microfibre filtration technology which can be integrated into a washing machines for houses as well as built at a large scale for industry. Filters out +90% of the microfibers. https://xerostech.com/
	+ **Circ** A pioneering technology that returns polycotton waste back to the raw materials from which it was made. An Earthshot Prize finalist. https://circ.earth/
* **BioBlack TX™ by Nature Coatings:** A display of the world’s cleanest black pigment globally with a display from raw material (wood waste) to end products.
* **HMS Designer Pens Workshop:** A brief presentation of the safe laundry innovation followed by a hands-on workshop allowing participants to design unique denim washes bags prepared by Soorty using HMS Designer Pens.
* **BioDesign Challenge:** Insights into how BDC bridges the realms of art, design, and biotechnology.
* **Denim Curiosity Table:** Updates on Soorty’s display of responsible materials and innovative technologies.
* **Inspiring Collections:** Exclusive capsule collections, ORBIT and Old Friends, meticulously crafted in collaboration with Miles Johnson as well as Soorty’s SS25 collection.

SpaceD promises to host an evening of exploration, inspiration, and cutting-edge sustainable denim innovation. The event will be a prelude to the KP NY exhibition, where Soorty is set to unveil its SS25 collection together with an array of exciting partnerships and engagements.

**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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[future-possibilities.com](http://future-possibilities.com)
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**For contacts and information:**

Media contact Soorty

Name: Eda Dikmen

Email: eda.dikmen@soorty.com

Sam Gauchier – Michele Marie PR, Soorty Press contact: sam@michelemariepr.com