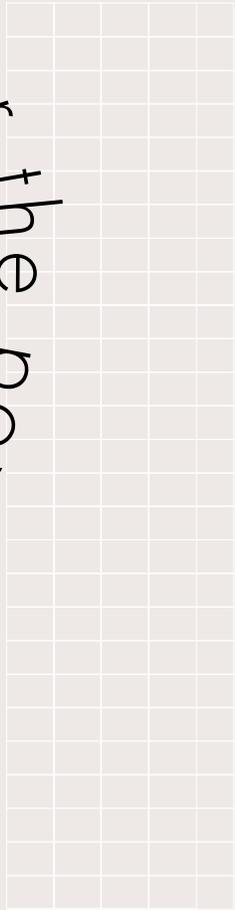


# THE PHILOSOPHY OF DENIM

SOORTY GARMENTS



Let's rediscover the power of design.





How do you want to live and where do your clothes fall in in this scenario?

**DESIGN AS A TOOL.  
DESIGN THAT IS  
MADE TO LAST.**

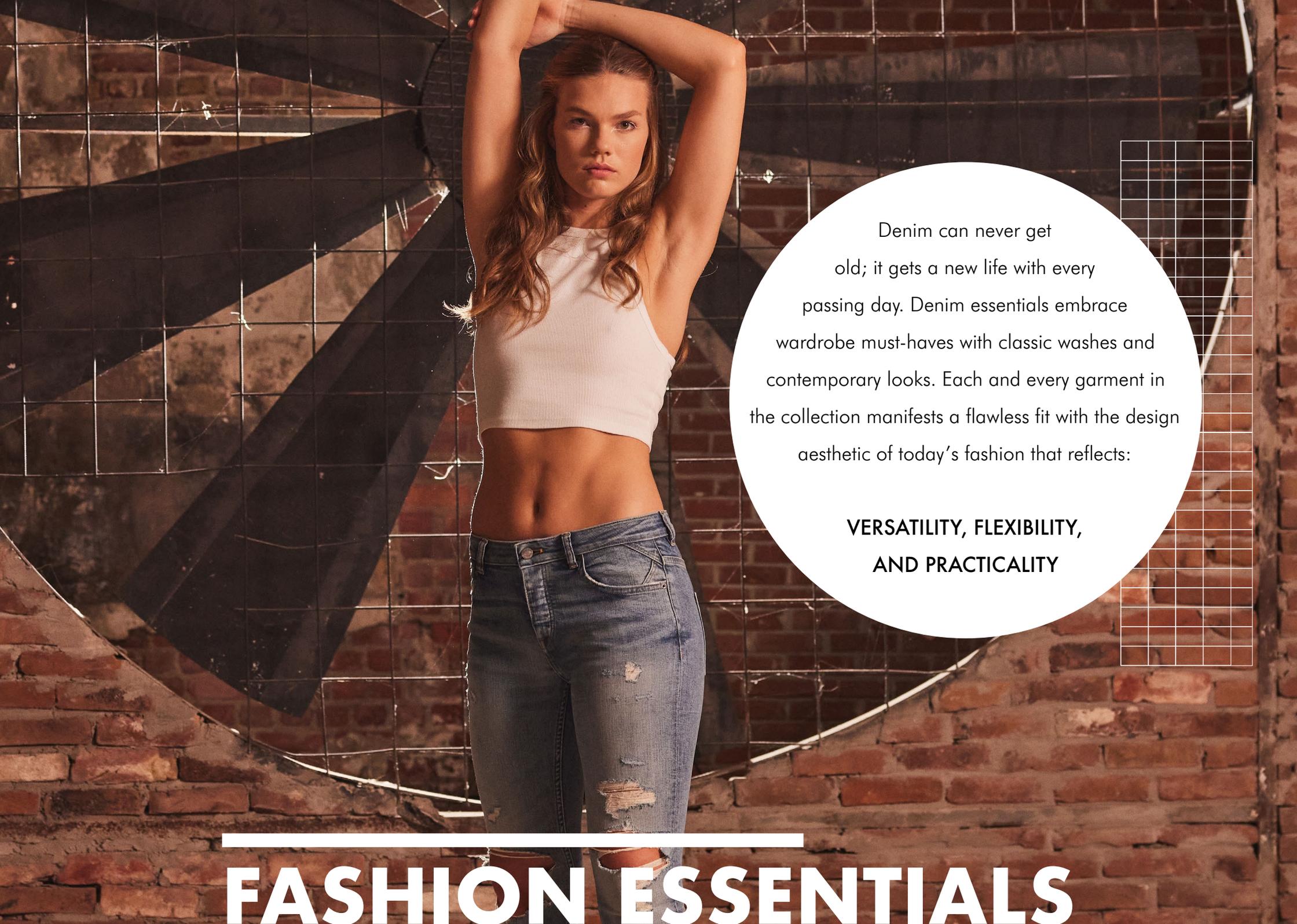




The  
life cycle of a  
product begins when it  
is being designed.

As designers of denim and jeans, we approach denim as the ultimate canvas, offering countless possibilities. Using design as a tool, we blend responsible innovation with conscious materials to truly merge **purpose, function, aesthetics, cultures, and economy.**





Denim can never get old; it gets a new life with every passing day. Denim essentials embrace wardrobe must-haves with classic washes and contemporary looks. Each and every garment in the collection manifests a flawless fit with the design aesthetic of today's fashion that reflects:

**VERSATILITY, FLEXIBILITY,  
AND PRACTICALITY**

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# FASHION ESSENTIALS

# #YOUAREWHATYOUWEAR



Caters to casual aesthetics, everyday looks, loungewear fits, and street wear designs. Made to be comfortable, with an emphasis on well-made, elegant styles that work well at home as well as outside. Demonstrating contemporary fashion with responsible design elements in each garment, so it holds real value for its wearer.

Smart Care is Soorty's unique laundry system which embraces production techniques that are efficient and reliable to minimize the impact on the planet and its people. It utilizes the technology which has evolved over the years with consumers' buying needs, is safe, reliable, and sustainable, designed to make the best use of our vertical capabilities - from fiber to jeans. Focusing on the E2 washing method, Smart Care helps us create fashion washes with ecological wash treatments.



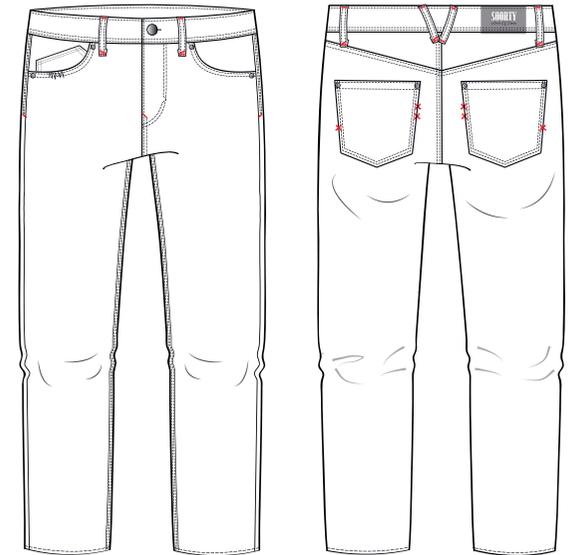
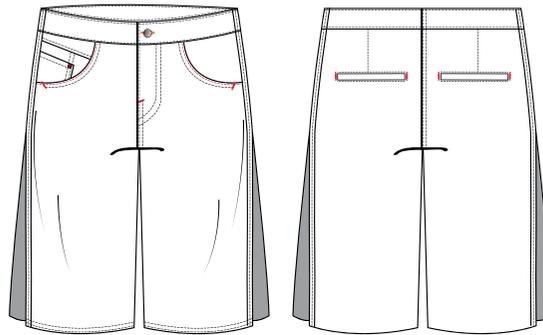
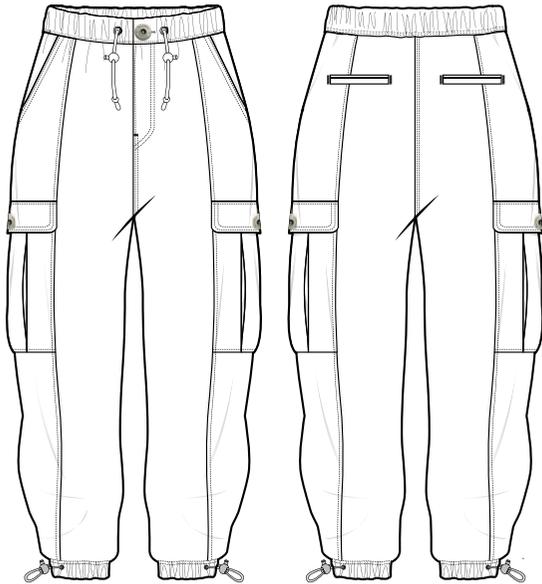
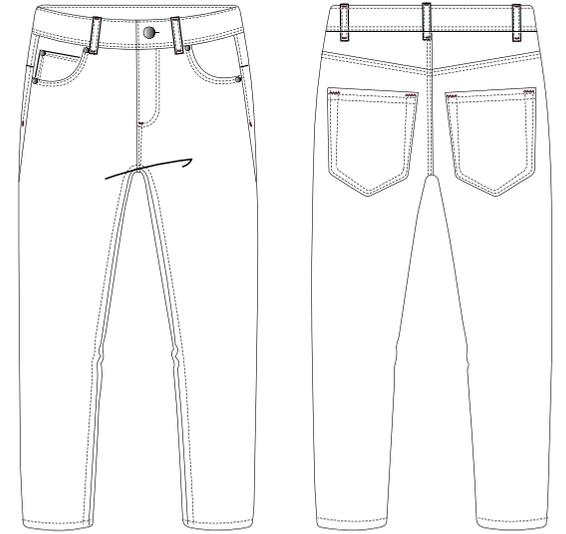
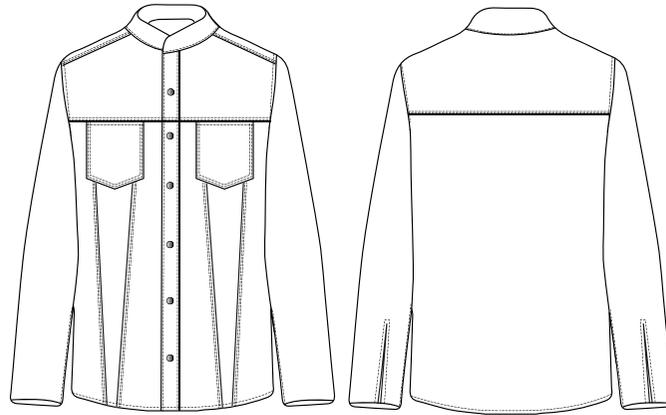
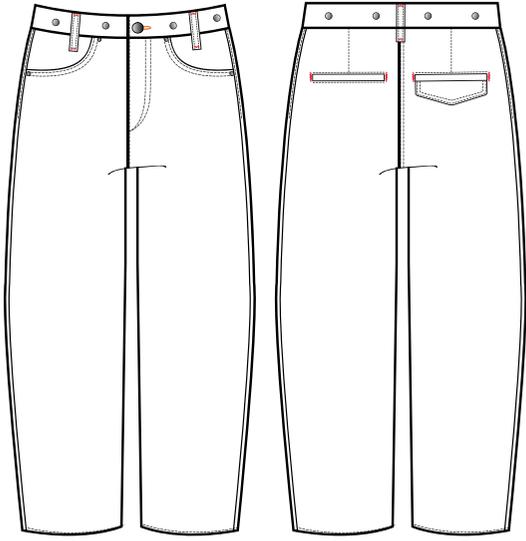
## EVOLVE

Evolve is a concept powered by responsible chemicals in which we treat our garments with Zero Discharge green screen compliant chemicals, potassium permanganate alternates, and chlorine replacements to achieve low impact in washing.

## ECONIC

Econic employs modern technologies to bring precision and efficient execution of ideas with Jeanologia's laser, Eflow, Ozone, and EIM software. Tonello (Up, Core, NoStone, EcoFree2) wet process machines, Garmon's Smart Foam and Triveneta dryers.

Such modern systems help us to achieve responsible manufacturing processes by taking steps to protect worker health and save water, energy, and reduce carbon footprints.







There's always room in  
your wardrobe for timeless classics!

A timeless classic, denim, revamps style to meet  
the needs of today with a touch of the past.

Heritage styles are coming back with the return  
of 90s looks, but this time they are  
oversized and have a cleaner,  
more minimalist look.

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# TIMELESS CLASSICS

TRENDY. COMFY. AUTHENTIC.

There's always room in your wardrobe for timeless classics!



Nostalgia dominates silhouettes, with both retro shapes and styles, from denim trucker jackets and baggy wide-leg styles to loose-fit jeans.

Combining handsome tailoring with comfortable fits, core denim aesthetics, and natural worn-out fades offers maximum versatility. In every garment, loose fits continue to be the significant driver.

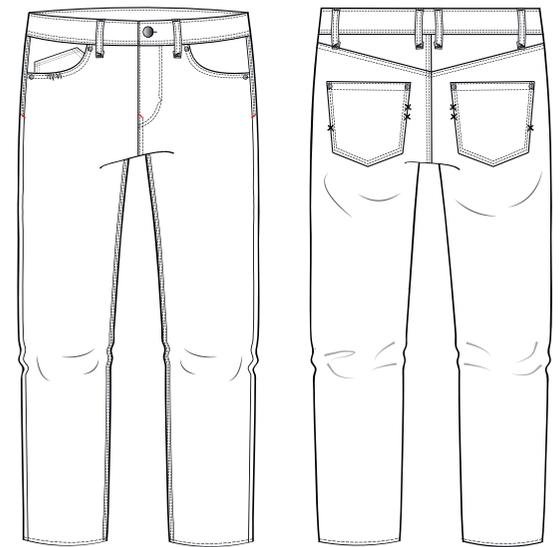
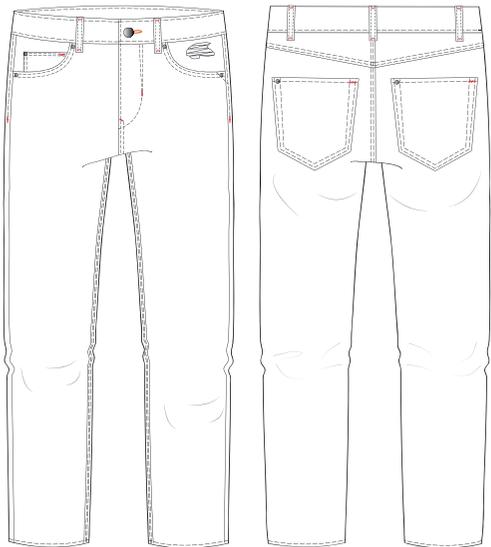
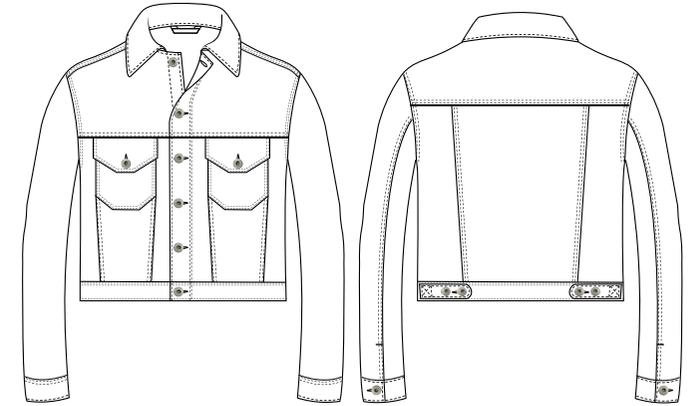
**TIMELESS CLASSICS**



Authentic denim is being reinvented with conscious alternatives in rigid 3/1 twill constructions dyed in deep indigo. PCW is blended with virgin cotton when weaving the perfect bases made to last, that are both responsible and durable as we endeavor to make the manufacturing process clean and safe for the environment.



The garments designed in timelessly classic silhouettes are washed with the Evolve laser process where we create authentic visuals with reliable and consistent looks using responsible innovation and smart technologies. Smart Care enables us to provide authentic stone wash looks without using stones but responsible technologies we have developed with our supply chain partners like Smart Foam with Garmon and Nostone with Tonello.







# CREATIVE RECONNECT

Denim is a canvas with ample space for creativity, so channel your inner artist.

UNCONVENTIONAL RECONNECT. CREATIVITY. MODERNITY.



We live in a high-speed world and our clothes accompany us in our fast-paced journey towards the future. Inspired by past art pieces and made with a touch of art, each garment we prepared in this collection aims to evoke a limited-edition feel.

**UNCONVENTIONAL RECONNECT.  
CREATIVITY. MODERNITY.**





With each & every garment diligently embellished with distinctive ornaments, the collection addresses both premium and streetwear markets. The pieces are designed with the aesthetics of mixed materials and colours to enhance creativity.

The motifs and textures are mixed with patterns to build a creative story. Denim gets a crafty look from surface manipulation by adding a laser pattern. Distressing, mending and repairing are also used in new ways to create these unique pieces.

# DYE TECHNIQUES

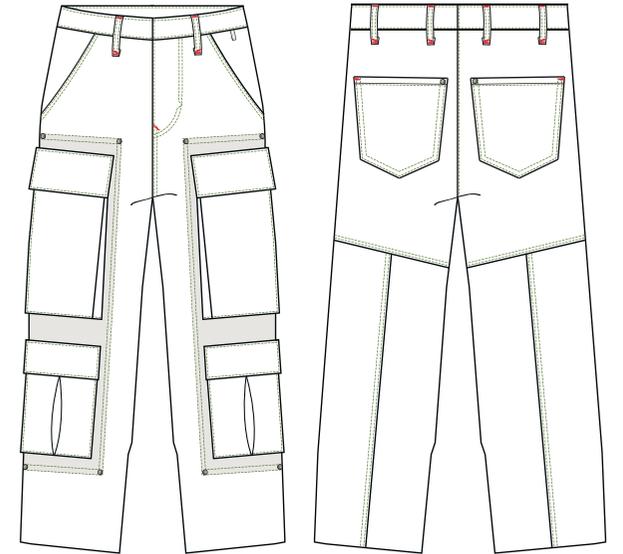
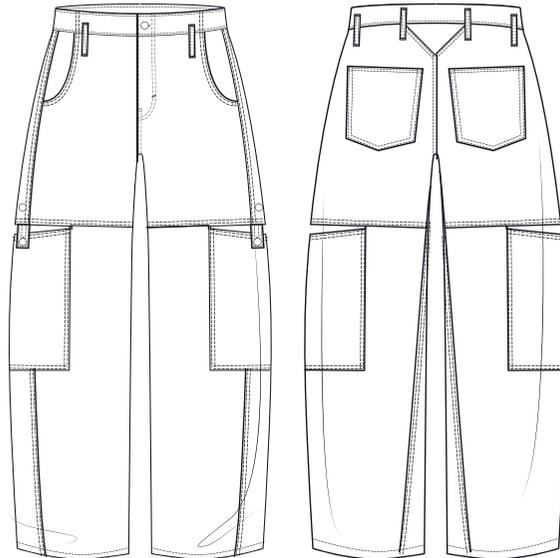
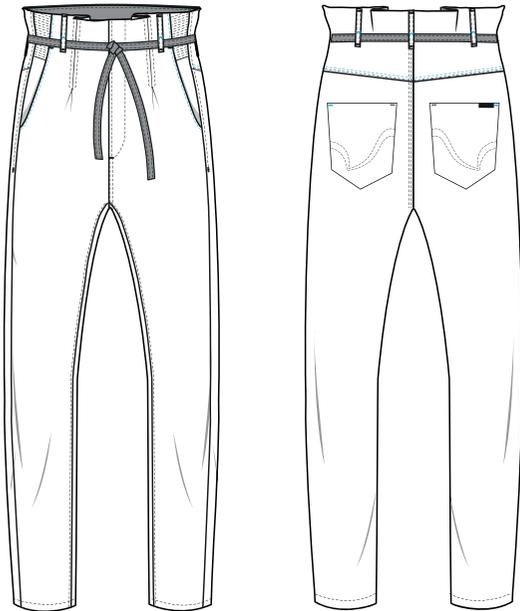
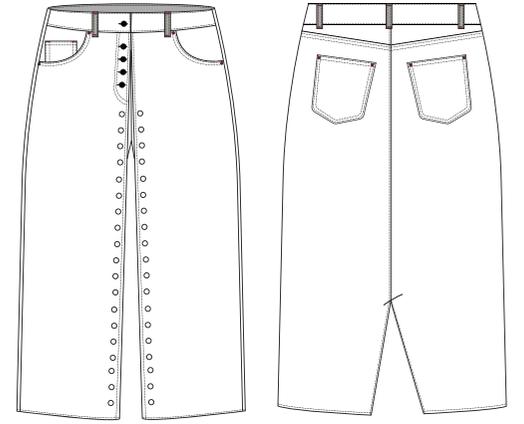
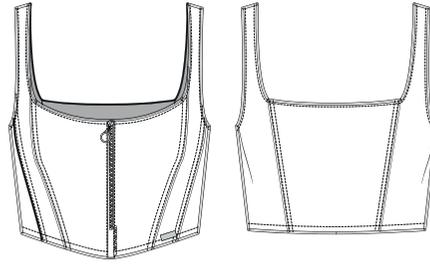
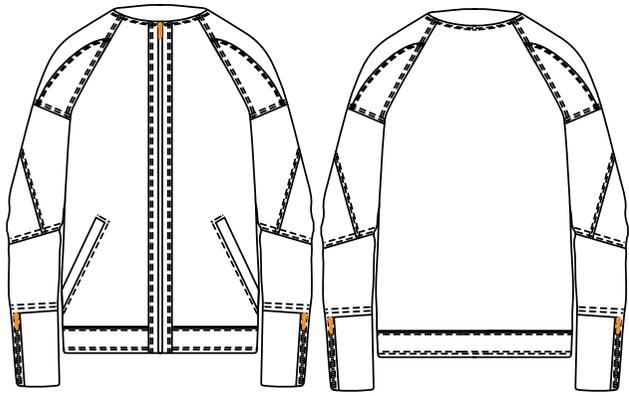
Psychedelic and colorful, we also used tie-dyes to infuse energy to the collection. Being playful, we chose tonal washes for a softer, less abrasive finish which helped us make great bleach washes and over-dyes with contrasting hues.





# SMART LAUNDRY

All of this is done by combining our Smart Care laundry practices (Econic and Evolve) with our craftsmanship to create these looks without sacrificing the integrity and overall look of the garment.







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