**Design for Circularity: Soorty Hosts Open House at Creative Showroom SpaceD in NYC With Collaborators - Lenzing, The Lycra Company, Marmara Hemp, Jeanologia, Scrap New York, Decode and More**

**(UNITED STATES - January 2023)**-- Soorty, one of Pakistan’s largest vertically integrated denim companies, is hosting their third open house event, **“Design for Circularity”** at SpaceD - their creative showroom in New York, on January 9th and 10th.

Soorty has joined forces with some great names — Lenzing, The Lycra Company, Jeanologia, Scrap New York, Marmara Hemp and Decode — for the event, driving the collective effort toward a circular fashion world. The supply chain partners come together to show how circular denim is made possible via Soorty’s vertical integration that enables fiber innovation and smart laundry to merge. The cross industry partners on the other hand are those run with shared values and goals. Come celebrate a collective movement that brings the pioneering & game changing players of the industry together.

To kick off the open house, Soorty and their partners will host a series of programs and workshops that highlight the latest conscious technologies and collections.
Various engagements will take place — Tuncay Kılıçkan, Head of Global Business Development at Lenzing, and Ebru Özaydın, Strategic Marketing Director in Denim in The LYCRA Company, will share more on the recent fiber innovations, and how weaving fabric with these technologies help build circular denim, from fiber to finish. Patrick Metellus, Founder of Scrap NYC, will talk about how the dream of reducing NYC's textile waste and having a much cleaner city became what it is today. A dedicated donation box will be on site for guests to drop-off their used garments to be recycled. Jeremy Soldado, Miami Hub Manager at Jeanologia, will share how the brand and Soorty are scaling up Smart Laundry solutions by merging creativity with innovation. Danielle Elsener, Founder of Decode, and Zero Waste Design Collective, will talk about the power of design on climate change while hosting a limited capacity zero waste design workshop. where visitors will have a chance to experience the philosophy through a hand-on engagement.

The supply chain partners — The Lycra Company, Lenzing, Marmara Hemp, Jeanologia, and Soorty — will present a capsule collection that brings fiber innovation and smart laundry together. Utilizing fabrics woven with the conscious fibers from The Lycra Company, Lenzing, Marmara Hemp, as well as recycled cotton that is produced in Soorty’s state of the art recycling facility, and laundry & finishing that is conducted by Jeanologia technologies such as G2 Dynamic and Laser. Some garments of the collection will be finished by Soorty, and some by Jeanologia themselves in Spain (Valencia) and the US (Miami). The capsule collection is focused on a small scale, and to the point production, highlighting that the route to circularity and sustainability becomes much easier to walk when together, that working collectively and producing responsibly is the way forward.

Guests will have the chance to see collections made with these new responsible technologies, meet the partners and hear what’s new. These two special days will be dedicated to Soorty’s partners and the projects they’ve designed together. Live chats will commence on the values of partnerships, the changes that have been embraced following the pandemic, and how they have reflected to new realities including the clothes being worn and produced.

SpaceD is a collaborative and purpose-driven hub that aims to bring collective action, a passion for denim, creativity, and innovation together. With the creative room at a very central location in Flatiron NYC, Soorty and their partners continue to welcome guests and customers to review the recent innovations and developments serving the US market, as well as providing services such as sharing the latest on forecasting trends and demands of the industry along with designing tailor-made capsule collections. Soorty’s *SpaceD* serves as a meeting location for brands and conscious individuals to actively meet new, innovative, game changing creatives, and to build valuable collaborations and partnerships for the future. These brands aim to accelerate progress towards a sustainable denim sector, in which denim clothing and fabrics are used smartly and economically, and waste and pollution are kept to a minimum.

Soorty strives every day to do the best they can against textile landfills. This includes both recycling and repurposing efforts, as well as partnering with the right names in the industry that share similar values. Driven by their motto DENIM AS A POWER OF GOOD, Soorty believes a change for the better is only possible if the denim value chain works in partnership to bring awareness to consumers and industry leaders of their options; meaning education and transparent communication become main pillars of the conversation.

**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, 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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