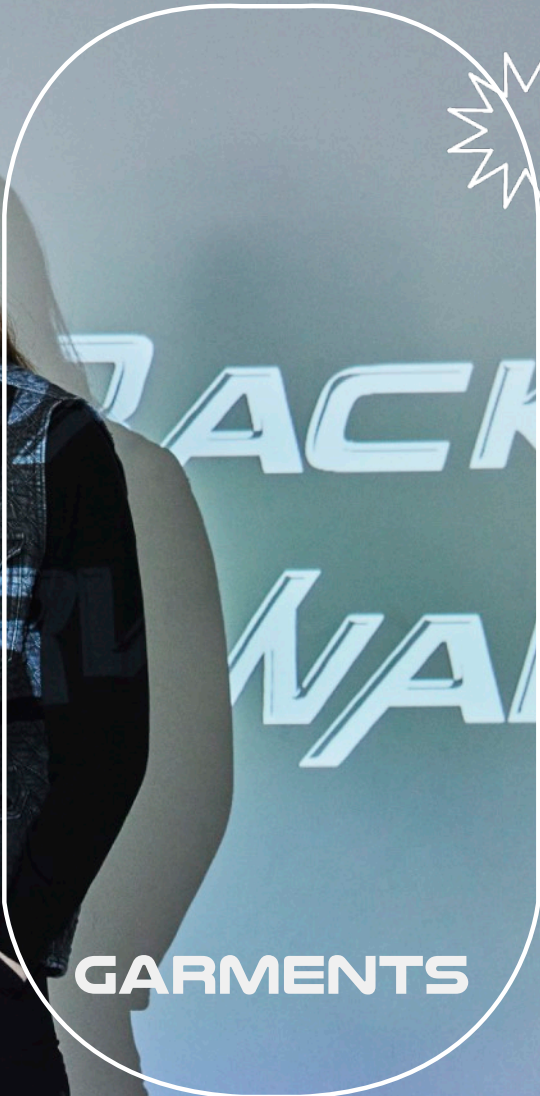


LOOK BACK
To Move FORWARD

SOORTY



GARMENTS



DENIM AS MANIFESTATION
OF REBELLION, DENIM AS A
SYMBOL OF RESILIENCE

A fashion statement that lasts a lifetime

Break the rules and express unique style
with our celebratory denim

A woman with her hair in a bun stands in a studio setting. She is wearing a dark blue quilted denim jacket over a matching denim skirt, dark tights, and white chunky sneakers. The background is a light blue wall with several vertical white light tubes. A large white speech bubble is overlaid on the image, containing text.

Denim as a rebellious fusion of traditional and modern. Inspiring us to create fashion révolution, where tradition meets contemporary, and even futuristic in sensation.



RESTORATIVE BY DESIGN

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

Elevates the artistry of denim through a fusion of traditional and modern techniques, celebrating the rich history and stories that denim holds. It's an ode to the bygone days, a tribute to the future.

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



**GO
WITH
TRADITION**






ADDING A TWIST
TO CLASSICS
BREATHES NEW
LIFE INTO
EVERYDAY
FASHION!



'Go with the Tradition" is a carefully curated selection of meaningful denim that draws inspiration from simplicity, ease, and comfort. Focusing on functional and basic details to reveal the memories of classic style. An endeavor towards design as a tool of improvement, where fabrics are made with selected materials and vigorous construction processes to increase the garment's life span.



Each item echoes details that are significant to the historical and contemporary context. The artistry in the washes within the collection is an ode to the past, a celebration of bygone days and the stories they hold. They remind us of when denim was a symbol of workers, rebellion, and individuality.

Acid washes and resin treatments create authentic, worn-in looks with a touch of edginess, while two-tone washes add subtle, exceptional character. The dark deposit seam effect strikes a distinctive look that adds depth and texture to the garments.



Whether worn with reverence for tradition or with a modern sensibility, these outfits serve as a canvas for the histories of human expression and a tangible reminder of the threads that connect us all through time. Wide-legged silhouettes, which embrace roomier and breezier fits, are the main inspiration for jean fits. With a wider cut from the hips down to the ankle, these pants allow for unrestricted movement and a relaxed fit that exudes effortless style. To achieve this look, we employed conscious systems of raw material sourcing, dyeing, finishing, and washing with Smart Care Laundry practices



A fashion advertisement featuring two models against a purple background. The model on the left is dressed in a black, high-collared, cropped jacket and black trousers, with her hair in a bun. The model on the right is wearing a denim jacket and light blue jeans with a mesh patch on the thigh, also with her hair in a bun. White geometric outlines, resembling a diamond and a triangle, are overlaid on the image. The text 'BREAK WITH TRADITION' is centered in a bold, white, sans-serif font.

BREAK WITH TRADITION

The break-with-tradition spirit of the '60s carried into the '70s, a decade that came to symbolize a fresh, wholesome look.



It's a celebration of rebellious, young, and unconventional style. It draws inspiration from bold and subversive subcultures and pushes the limits of fashion as a result.



By embracing archive, vintage, and street fashion, these denim garments symbolize a bold departure from the mainstream.



THE SPIRIT OF CREATIVITY

The collection's standout feature is its gender-neutral fits, which aim to resurrect the spirit of daring and nonconformist styles along with creative prints. With each stitch and patch, these garments embody the spirit of creativity and subversion to celebrate the unique and nonconformist.

NOVELTY



HIGH QUALITY



Garments are elevated with a variety of novelty washes, including distinctive stonewash, acid wash, splashing, tie-dye, double dye, overdye and coatings. They exude a maximalist vibe and pay homage to the iconic trends popularized, or perhaps made notorious, by Kenzo and Justin Timberlake at the 2001 American Music Awards and, more recently, by Ye and Julia in Paris.

SUBVERTING TRADITIONS

Breaking with tradition entails disobeying the rules, taking inspiration from well-known trends, and celebrating nonconformity.

These denim garments are a testament to the enduring allure of this timeless fabric and its ability to adapt to changing times and trends.

However, all this is achieved using disruptive technologies and an eco-efficient Smart Care laundry system that reduces the use of water, chemicals, and energy with a strong focus on the human element to ensure workers health and safety.



IMAGINE TRADITION





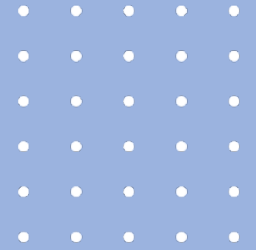
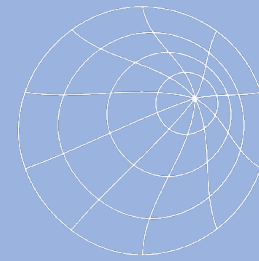
Reimagining denim by blending elements from knit, dobby, and other denim fabrics to develop innovative and functional fits while still maintaining denim as its core, these designs are a blend of modernity, modularity, functionality, and utility while ensuring reimagined outfits.

REIMAGINED
OUTFITS

*DENIM AS
ITS CORE*



The collection includes futuristic-looking garments that prioritize comfort, functionality, and performance while still maintaining a classic aesthetic.



Every garment embodies a harmonious blend of contemporary style with meaningful functionality. The trucker jackets are upgraded with abundant pockets that not only serve a practical purpose but also add a touch of panache. While jeans have been elevated with elongated zippers, which can transform the appearance and practicality, every garment has a special design that makes it suitable for everyday wear, giving it a futuristic and purposeful feel.



The artistry of these garments is elevated through the fusion of time-honored and modern techniques. From laser distortion to double dyes and vintage washes, each detail is meticulously crafted. The use of innovative techniques, such as eroded surfaces, cosmos-inspired washes, and bold threading details, imbues these pieces with a futuristic and technical allure.

The collection employs our Smart Care laundry processes that have led us to take a deeper look at all the steps and master all the details for a completely sustainable process with extremely low environmental and social impact. This imaginative approach to denim results in a bold and captivating aesthetic that demands attention to details in all aspects.







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