## AW2526

## **A DENIM TRIOLOGY**

A denim fabrics collection curated as a harmonious synthesis of innovation, tradition, and education.



SOORTY

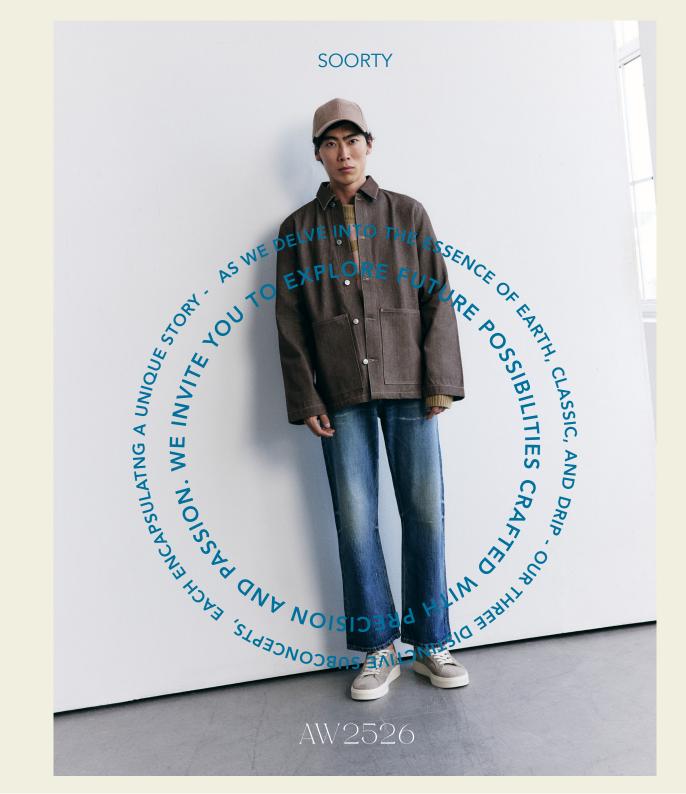
CONCEPTBOOK



AS WE DELVE INTO THE ESSENCE OF EARTH, CLASSIC, AND DRIP - OUR THREE DISTINCTIVE SUBCONCEPTS, EACH ENCAPSULATING A UNIQUE STORY - WE INVITE YOU TO EXPLORE FUTURE POSSIBILITIES CRAFTED WITH PRECISION AND PASSION.



Tailored for brands that seek not just fabrics but narratives that resonate, our collection weaves sustainability, longevity, and education into every thread. We strive to present a kinder version of denim by offering brands a versatile palette to write their narratives of sustainability, timelessness, and engagement.





## **EARTH**





performanc

#### EVERFIT

jeans that fit like the first time, every time

high stretch performance with minimum growth

enhanced wear comfort

keeps shapes of garments

high durability

NEW IN: options w/ authentic character and lighter weight articles that are also suitable for bottoms

#### **EVERWARM**

specially designed for winter for a warm & cosy feeling within clothes

brush back options

added comfort close to skin

special blends

versatile characters
with different weave
options

strong and durable

unisex fabrics

#### **ORBIT**

designed with
circularity in mind
- only the most
responsible, recycled
and recyclable
materials, with zerowaste processes

Second LifeTM:
PCW & PIW
SOCI
Ecovero™

Circulose®

minimized process design

wear comfort and soft handfeel



An example is incorporating stretch for performance.
Stretch is making its way from skinny jeans to performance based products.

EARTH'S
MOTTO
IS KEEP
IMAGINING



We reimagine the familiar, envisioning denim that exceeds expectations while remaining transparent.





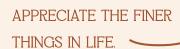


## classic





Classic is a tribute to self-confidence, embracing the beauty of aging wisely. Celebrating the allure of vintage, expresses an archive of fine clothing.





## classic



CLASSIC REFLECTS A COMMITMENT TO
ENDURING QUALITY, APPEALING TO THOSE WHO
INVEST IN GOODS THAT STAND THE TEST OF
TIME, EMBODYING A SOPHISTICATED
EXPRESSION OF STYLE.

#### **OLD FRIENDS**

inspired from the classics, refined with sustainable fibers and added comfort.

authentic characters

a range of slub definitions: inspired from vintage patterns as well as new designs

heavy weights

loomstate

options in handfeel
- crispier and softer
versions available

clear twill lines

#### **DENIM 101**

everyday fabrics, utilizing recycled content and added comfort.

authentic and flat character options

lighter weights

unisex fabrics

range of elasticity levels - from rigid to high stretch

#### **WORKWEAR**

2x1 and 3x1 RHT

special constructions
available in rigid
& medium stretch
options

durability and comfort on the job

new colors available to enable diversification and express different styles

#### **FLEXIBLE FRIENDS**

Bi-stretch fabrics with authentic character

a range of slub definitions: inspired from vintage patterns as well as new designs

latest innovation for comfort and versatility

stretch in both horizontal and vertical directions

latest innovation for comfort and versatility

unparalleled wear comfort and freedom of movement



# classic



CONCEPT 02.

Denim is not just a fabric but a manifestation of enduring craftsmanship.

Upsized silhouettes styled with a timeless elegance.





T H E R E L A T | O N S H | P B E T W E E N C U S T O M E R S A N D

F U N C T I O N I N G A S A P L A T F O R M D R I P ENHANCES





----- MENU -----

> CONSTRUCTIONS

> COLORS AND

> SILHOUETTES

> THAT TRANSCEND

> CONVENTIONAL AESTHETICS





#### ----- HELLO DARKNESS ------

- > DARK, DEEPY, AND INKY COLOR STORIES
  - > BLACK BLACKS
  - > INDIGO MODALS
  - > BLUE BLACKS, AND OVERDYES
- > DEEP AND BRIGHT WASH DOWNS THAT DONT TURN RED
- > EARTHCOLORS® BY ARCHROMA
- > TENCEL™ MODAL FIBER WITH INDIGO COLOR TECHNOLOGY
- > BIOBLACK TX BY NATURE COATINGS

#### ----- WOVEN STORIES -----

- > SPECIAL WEAVE DESIGNS
  - > HERRINGBONE
  - > DOBBY
  - > RIBSTOP

#### ----- LUX -----

- > WHERE LUXURY MEETS
- > PERFORMANCE
- > MADE W/ SPECIAL
- > MATERIALS SUCH AS
  - > PIMA COTTON,
  - > CIRC® POLYESTER
  - > TENCEL<sup>TM</sup> LYOCELL
- > QUALITY FIBERS FOR
- > A LUXURIOUS TOUCH AS
- > WELL AS DURABILITY
- > AND LONGEVITY

#### ----- COVER STORIES -----

- > COATINGS
  - > LEATHER LOOK
  - > SHINY AND
  - > GLITTER AESTHETICS

SUBCONCEPTS FABRICS



CONCEPT 03.





### CONCEPT 03.

- > CATERING BOTH HIGH-END
- > AND HIGH-STREET
- > RICH IN VOLUMES
- > STATEMENT PIECES



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SOORTY.COM @SOORTYENTERPRISES

FUTURE-POSSIBILITIES.COM



