**Design for Circularity: Soorty Launches Capsule Collection Collaborators - Lenzing, The Lycra Company, Marmara Hemp, and Jeanologia**

**(UNITED STATES - Febraury 2023)**– Together with pioneering & game changing supply chain players, [Soorty](https://www.future-possibilities.com/), one of Pakistan's largest vertically integrated denim companies, is pleased to announce its newest denim collection, **Design for Circularity**. The capsule collection of eight responsible denim pieces was soft launched at Soorty’s recent showroom event and at Kingpins in early January in collaboration with The Lycra Company, Lenzing, Marmara Hemp and Jeanologia. This collection highlights the value of design and emphasizes Soorty’s commitment to making quality clothing while bringing awareness to environmental as well as social impacts of fashion production and consumption.

"Now is a great time to redesign everything, driven by a new, responsible mindset and using new tools such as artificial intelligence, the internet of things and biomimicry. Our design ambitions are limited only by imagination, making creativity the most important part of the equation. Design thinking allows us to explore new ways of creating sustainable, resilient, long-lasting value as we redesign old products or even systems. When it comes to denim and jeans, making clothes that people love to wear, own a long time and feel good as they look good is an extensive part of circularity.” — Eda Dikmen, Marketing & Communications Manager, Soorty

Soorty emphasizes that the key to consciously made denim is having a holistic approach from fiber to finish, where its vertical capabilities enable the producer to offer sustainability as throughout all stages of production. To make this idea come to life, Soorty joined forces with Lenzing, The Lycra Company, Jeanologia, Marmara Hemp on a capsule collection that brings fiber innovation and smart laundry together. The capsule utilizes 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. Focused on a small scale, and to the point production, the collection highlights that the route to circularity and sustainability is made possible when working collectively and producing responsibly.

“We can only do much by ourselves. Things need to be scalable to make an impact and that requires being collective. If changes stay too niche, they just stay there and die overtime. But when we work together, we can change things in a better way.” — Tuncay Kılıçkan, Head of Global Business Development, Denim, Lenzing

Jeanologia provides the technologies, innovations and machineries that help process both the fabric produced and the garments sewn together. Two sets of the collection were produced, with one finished by Soorty in Pakistan who owns a unique, future proof laundry set up with the highest technology machinery set up that ensures lowered impact and responsible innovation while the other set was finished by Jeanologia in their recently opened hub in Miami. The way materials are sourced has a clear social, environmental and economic impact. Being data driven, the impact of each piece was measured to ensure that each garment of the collection secures environmental and social safety. To tie in the main goal of transparently communicating sustainability, the supply chain partners attached labels to each garment where consumers can review not only what goes into making them but also how they were treated.

“Jeanologia’s #MissionZero is our goal to produce with zero waste & detoxify the industry by 2025. We reduce the use of a lot of resources including water & chemicals on fabric & garment finishing; and Soorty is a technology partner whose fabrics are light-sensitive, reacting well to the eco-technologies & offering eco-efficient alternatives to most water-intensive and pollutant processes” — Jeremy Soldado, Miami hub manager, Jeanologia

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.

**You can view Hi-res Imagery** [**HERE**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.dropbox.com%2Fscl%2Ffo%2Fdu2j2lpa6ryot7xokw7u0%2Fh%3Fdl%3D0%26rlkey%3D3wm16pwvtruiqdqbacjobshri&data=05%7C01%7Cnicole%40michelemariepr.com%7C83785f4df0a746dd200c08db0435641e%7C0130f0dd360d4e3e8ca045c0842cd86b%7C1%7C0%7C638108400107057310%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=P1%2BVcUF8zOB0EKUUOolOSK6mq7AyYyfdpFSZQgBshXs%3D&reserved=0)**. Courtesy of Soorty.**

**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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