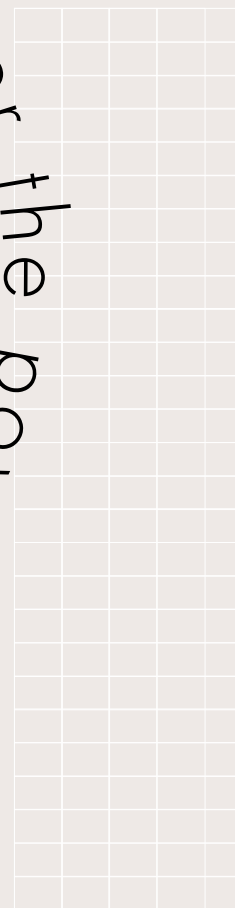


THE PHILOSOPHY OF DENIM

SOORTY FABRICS



Let's rediscover the power of design.





How 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 already when
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.**



A woman with long brown hair is sitting on a quilted surface, looking towards the camera. She is wearing a black t-shirt with a small tear on the sleeve and dark blue jeans. The quilted surface has various handwritten notes and markings in orange and black ink. A white circular graphic is overlaid on the right side of the image, containing text.

CORE DENIM

During the long stretches of lockdown, casual wear took on a totally new meaning. But now that we're back to meeting people in real life, we are re-finding that balance with **denim and jeans you can wear all day, everyday.**

THE EVERYDAY DENIM



Work. Travel. Play. In your Soorty jeans.

A thoughtful **blend of comfort, durability and functionality** via denim and jeans that are rich in details, crafted with our considered fabrics.

As the perfect canvas for technologies that radically reduce the need for water, chemicals and energy, our core denim collection prevails **stories beyond genders, trends and fits.**



The **YIN YANG** of our wardrobes

A variety of fabric options in different compositions, weights and comfort levels to offer you the canvas you need for your go-to denims and jeans

EVERYDAY ESSENTIALS



THE EVERYDAY DENIM

CROSS HATCH FABRICS FAMILY

TREND

Wide range of cross hatch denim options from rigids to comforts, medium to high stretches.

::// Cross Hatch

Crosshatch denim is woven with uneven, or slub yarn for both the warp & the weft providing a unique crisscrossed pattern as it fades.



A woman with long dark hair is crouching against a light-colored wall. She is wearing a black sleeveless top and light-colored cargo pants with multiple pockets and buttons. Her right hand is resting on the ground, and her left hand is resting on her knee. The background is a simple, textured wall.

DENIM AS THE ULTIMATE ALLROUNDER

Easy to style and function, denim is the ultimate allrounder. **Created with a minimalist and timeless style**, this container of staple pieces is built on the idea of doing more with key looks and offering maximum versatility.

THE CULTURE OF DENIM



LONGEVITY

Over consumption and rapid discarding of products have been barriers to a more responsible fashion world. As Soorty, we believe we need more than clothes that only look good nowadays, looking, feeling and doing good with our fashion choices is a valid option, and we're trying to scale it up.

LONGEVITY

Woven with carefully selected materials and vigorous construction processes to increase product life-spans, we curated our Longevity concept.

Crafted to be a canvas for jeans that will last and not be thrown away - **Durable. Responsible. Made to Last.**

Designed for purpose, our Longevity concept aims to decrease one's impact on fashion's contribution to textile waste via functional and emotional durability.

Built stronger,
to last longer,
need to be replaced less often,
creating less waste.





3D TEXTURE, SOFTNESS AND COMFORT

FABRIC INNOVATION

A fabric family woven with dobby looms for extra texture and comfort offering a corduroy like affect echoing the timeless classic Bedford dobby. Options range from mid weights to lighter ones, denims to PFGDs, rigids to stretch ones.

FUTURE VINTAGE

A take on heritage denim to redefine it:
Authentic looking and performing
denim inspired from the past, made with
today's technology to be the vintage of
tomorrow; using less of what is limited
while making the best and most use of it.



HERBAL BLUE

Denim fabrics dyed with natural and biodegradable indigo extracted from the Indigofera plant. Offering true denim heritage aesthetics of with improved environmental impact as it avoids the extra BOD* and COD* caused by the synthetic indigo dyes.

* BOD : biological oxygen demand - the amount of oxygen consumed by bacteria & other microorganisms while they decompose organic matter under aerobic conditions.

* COD : chemical oxygen demand - the amount of oxygen needed to oxidise the organic matter present in a quantity of water. High levels of BOD and COD can cause a decrease in oxygen in the waters, which would lower water quality and cause the death of some organism.



THE CULTURE OF DENIM



EASY FITS AND TWEAKED CLASSICS.
MODERN UTILITY. ENGINEERED LOOKS.

Simplicity. Authenticity. Functionality. Versatility. Longevity



THE ART OF DENIM

Denim is eternal - a solid part of culture that has witnessed countless changes across regions over time. Evolving with us, denim represents life as well as a big community — and an even bigger culture.

DENIM AS A CULTURE - OF THE PAST, THE NOW, AND THE FUTURE

late 90s driven subculture - rave : #NOFILTER



Remember when it wasn't all beautiful but a lot heavier



With worn in looks, responsible cotton alternative fibers woven so artistically and considered innovative finishes, our Art of Denim collection approaches denim as an artist approaches his/her canvas: tackling our emotional connection with our wardrobe by emphasizing the power of ownership.

Hemp options,
Spun-dyed fibers,
Heritage,
Eco Destructions,
Re-born,
Recycled Denim,

Coatings,
Rigids to High
Energy Fabrics
for Lived-in Comfort,
Sateen 7/1 weave,
Faded Blues





HEMP

Being a natural and protective fiber with environmentally conscious features, hemp habitually adds on to the beauty of denim. A range of options woven with virgin hemp for more fashion looks to cottonized hemp for softer ones with added wear comfort.



COLORED MODAL

INDIGO MODAL IN WEFT

No bleeding, depth of color, rich look
and a very soft feel from the inside.

FOREVER GRAY

A Soorty innovation - an
upgrade to our highly favored
Forever Black utilizing our
unique yarn technology to blend
black and white modal for grays
that do not fade.

HIGH RECYCLED CONTENT

A unique blend of repurposed and recycled materials engineered to avail smart resourcing and circular design in denim while still carrying all attributes of an authentic one: from looks to strength, hand feel to character.

Soorty has a state of the art recycling unit with a capacity of 500,000 jeans / month and our recycled fabrics utilize the international standards certified by the GOTS & RCS.

This product has 62% recycled content and is not dyed, its color comes from the repurposed materials.





COATINGS

A laser friendly fashion look story
Using less water, less energy and less chemicals, coating is much more responsible compared to traditional over dyes. Plus since the color is not penetrated into the yarns like it is in traditional dyeing, the colors washes away easily leaving a 3D, white contrast in laser and other laundry.





COLOR THEORY

Soorty's smart and responsible over-dyeing technology with ozone, which not only allows us to use less of what is limited but also make a unique use of it.

Applicable on different bases and uses 70% less water and steam compared to conventional over dyeing processes.





CONSCIOUS FIBERS

Effortlessly luxurious, soft, and easy-to-care-for fabrics woven with smart materials such as Naia™ Renew (obtained from sustainably sourced wood pulp and 40% certified* recycled waste plastics) providing a wear comfort that look, feel and do good.



Art of Denim enables us to explore how denim becomes both individualistic and tribal with the max level of customizations - combinations of embroidery, layering textures on top of each other as a canvas for art and creativity - it allows you to express yourself.

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