

CORDURA
denim
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CORDURA® Brand

presents



'Authentic Alchemie' Collection

Denim
PREMIÈREVISION



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Authentic Alchemy Collection



2017 Trends
Inspiration behind
the Collection

Denim Dudes

Photo courtesy of Anna Pierce of Burds, shot by Stephanie Sian Smith for Denim Dudes.

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Bio | Amy Leverton, Denim Dudes

Amy Leverton has been working in the denim industry since 2003; for four years as a denim and casual wear designer and the last 9 years in trend forecasting and consultancy. She's worked for denim brands such as Lee and Evisu. From 2007 - 2015, she worked in trend analysis for leading trend forecasting companies WGSN and Stylesight.

Amy's extensive experience in the industry has made her an expert in denim, with strong industry connections amassed from years of coverage.

In February 2015, Leverton released the denim world's most talked about book, Denim Dudes. Covering 15 different cities and 85 inspirational men in denim, the book explores the style choices and denim knowledge of some of the world's most important denim figures including François Girbaud, Adriano Goldschmied and Donwan Harrell.

She now travels the globe attending trend shows, chairing industry panel discussions and giving trend seminars. She works privately with top-level clients including Levi's and Vivienne Westwood, as well as consulting for specialist denim and fiber mills, manufacturers and laundries.





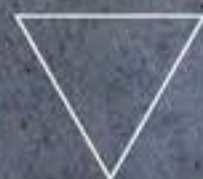
'Authentic Alchemy' Collection

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CORDURA[®] DENIM TREND PACK SS17



Strength



Moisture Management



Soft



Stretch



Thermoregulation

The latest CORDURA® Denim collection combines the elemental durability of CORDURA® fiber with mystical transformation, creation and combination. Technical denims conjured from carefully crafted blends of natural and man-made fibres to deliver stylish, versatile, high performance, functional materials.

'Authentic Alchemie' Collection

Exploring the past to reinvent the future.



'Authentic Alchemy' Collection

Macro Trend 1

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The Future is Real

2017 will be a year of inclusion and acceptance where,
in a sea of media, authenticity shines through.



Back to Basics

Authenticity lies at the heart of the denim and casualwear market; authenticity in workwear, in historical legacy and now, authenticity in humankind. This season is all about getting back to basics and exploring a more simplistic way of being ourselves.



Authentic Alchemie Collection

Macro Trend 1

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The Future is Real

The Authentic, heritage
CORDURA® Denim
'Originals' Collection

Photo courtesy of Stay Exposed - Motorcycle Bivouac

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'Authentic Alchemy' Collection

Macro Trend 1

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CORDURA® Denim
'Originals' category keeps
things simple. A strong
fabric will accompany
you as you explore and
live your life, as well as
enable you to hang on to
those favourite jeans and
authentic memories for
even longer.

Back to Basics

CORDURA® Denim 'Originals' Collection

Our lives are chaotic, with constant
ties to technology that leave us
feeling always "on".

Push for authenticity and a
craving for escape

Getting back to basics

Embracing simplicity

Spirited off-the-grid adventures



'Authentic Alchemie' Collection

Macro Trend 2

Luxury in Lifestyle

Lifestyle is high-style and trends no longer dictate our actions but instead are tailored to our individual needs.





Authentic Alchemist Collection

Macro Trend 2

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Softened Strength

As today's consumer demands more from their denim, we explore the relationship between endurance and tactility. Elevate strong with soft, form with functionality and durability with definition to create the next breed of fabrics for today's consumer.



'Authentic Alchemie' Collection

Macro Trend 2

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Luxury in Lifestyle

CORDURA® Denim 'Infinity' Collection -
2/4 way stretch, fashion finishing, soft
garment wash handles, different colors.





Authentic Alchemist Collection

Macro Trend 2

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Softened Strength

CORDURA® Denim 'Infinity' Collection

CORDURA® Denim integrated with style focused finishes and treatments, Tencel® and Modal blends, teamed with the latest LYCRA® and LYCRA® T400® fiber technologies, these sophisticated new stretch combinations work extra hard to look good as well as stay strong.

Lifestyle is high-style – today's consumer expects products that are tailored to individual needs combining strong with soft form with functionality durability with definition.

Today, luxury doesn't have to be unobtainable and functional doesn't have to be ordinary.

Photo courtesy of Anne Bernier, a Burda, and by Stephanie Steinbach for Denim Database.

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Di-Versatility

In a time when freedom and diversity allow us to be who we want, dress as we please and live how we like, we demand the same versatility from our world, our clothes, our fabrics.

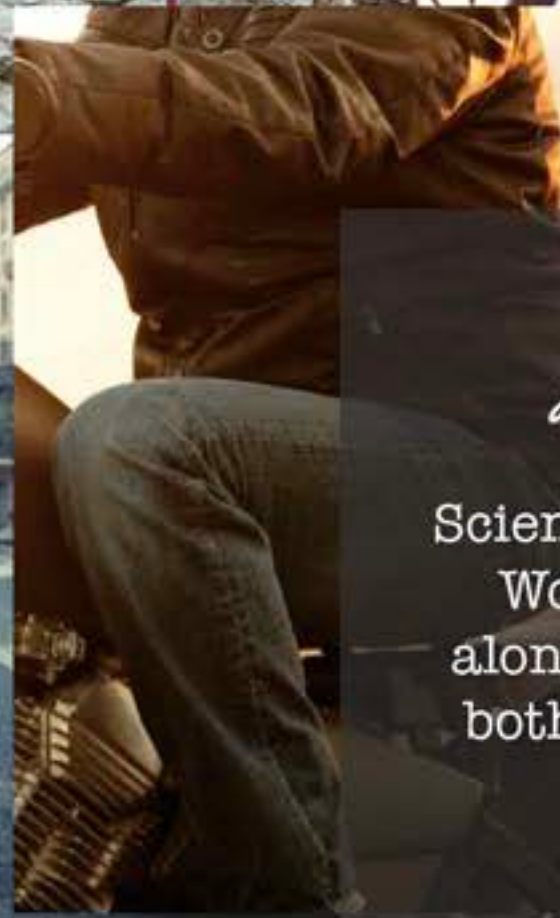
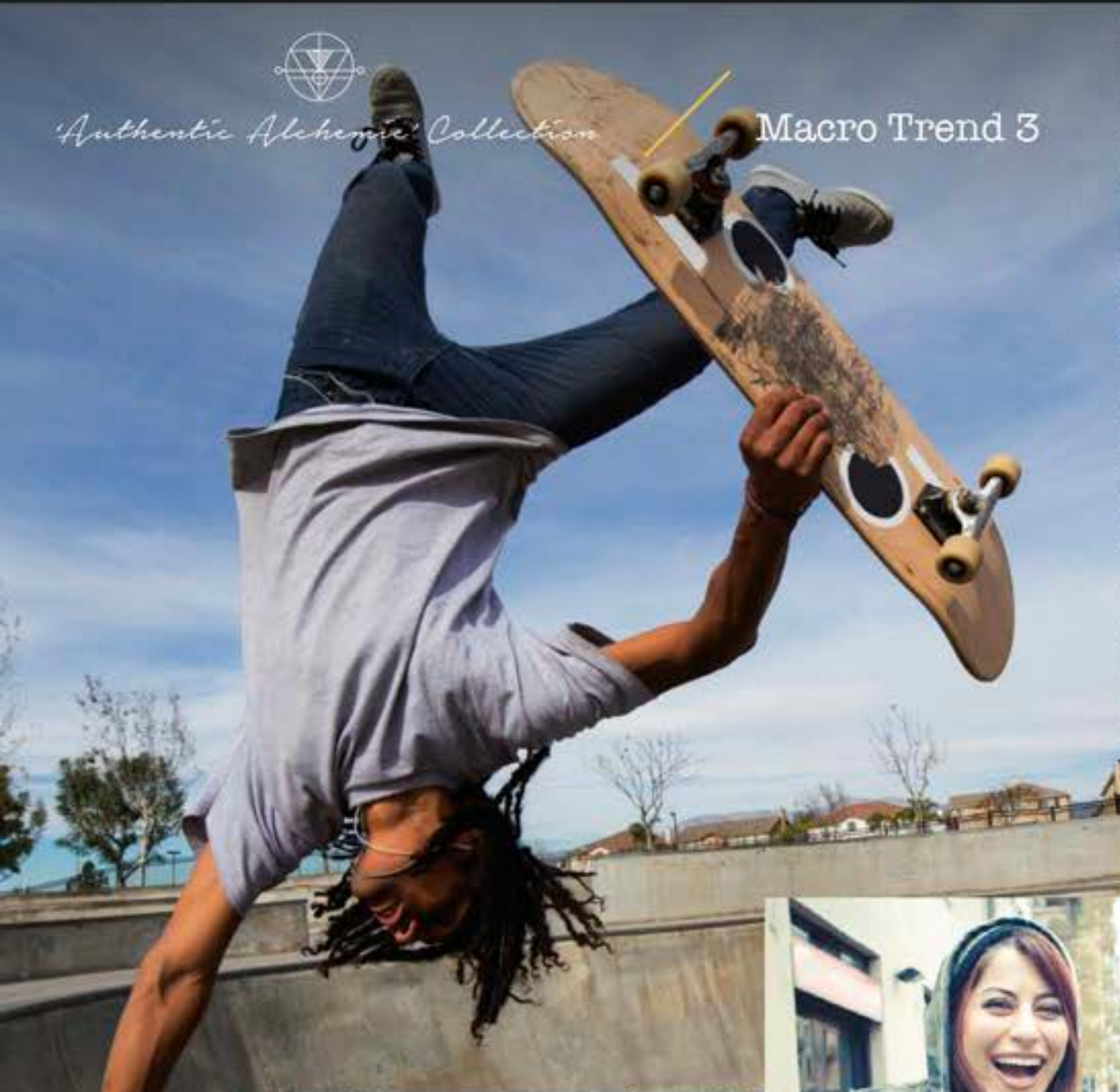




'Authentic Alchemy' Collection

Macro Trend 3

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Hidden Science

Science doesn't have to mean synthetic.
Working with nature as opposed to
alongside it creates an aesthetic that's
both contemporary and constructive.



Authentic Alchemy Collection

Macro Trend 3

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Di-Versatility

CORDURA® Denims with
Moisture Management,
Thermal Regulation, Quick
Drying, Water Repellent
finishing, Anti Odor.



Authentic Alchemy Collection

Macro Trend 3

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Hidden Science

CORDURA® Denim 'Freedom' Collection

CORDURA® Denim fabrics allow the everyday person to become a super-hero. Transition from a tough commute to a long working day to an exclusive event, relying 100% on your clothing to alter and adjust to suit your needs. Whatever the weather, CORDURA® Denim fabrics can be tailor made to be as limitless as you need them to be.

In a time when freedom and diversity allow us to be who we want and live as we like, we demand the same versatility from our world, our clothes and our fabrics.

New capabilities: moisture wicking, temperature control, quick-dry transitional clothing.

Photo courtesy of Danny Pack - info@dannypack.co.uk

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“Authentic Alchemie” De-mystified!

- The “Authentic Alchemie” Collection merges elemental durability of CORDURA® fiber with mystical transformation, creation and combination.
- A range of technical denims are developed from carefully crafted blends of natural and man-made fibers to deliver stylish, versatile, high performance and functional materials.
- Durable denims, powered by high tenacity nylon 6,6 fibers, and featuring new exotic intimate blends with polypropylene, wool, viscose and elastomerics.
- Powerful, strong, multi-functional denims with moisture management, quick-dry and temperature regulation capabilities combined with subtle stretch functionality or the natural thermal properties of wool or the softness of lyocell fiber.
- Rugged yet smooth, durable and lightweight, tough but comfortable; this is the new generation of CORDURA® Denim, exploring the past to reinvent the future.



'Authentic Alchemy' Collection

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Exploring the past to reinvent the future.

Back to Basics

Authenticity lies at the heart of these denims. This season is all about getting back to basics and exploring a more simplistic way of being ourselves.



Stylish durability and lightweight strength



Resistant to tears, scuffs and abrasions



Designed for living, built to last

www.cordura.com



CORDURA® Denim
'Originals' Collection

CORDURA
denim
F A B R I C

Exploring the past to reinvent the future.

Softened Strength

Today's consumer demands more. We've elevated strong with soft, form with function and durability with definition to create the next breed of denims.



Stylish durability and lightweight strength



Soft and comfortable



Resistant to tears, scuffs and abrasions



Stretch for fit

www.cordura.com



CORDURA® Denim
'Infinity' Collection

CORDURA
denim
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Exploring the past to reinvent the future.

Hidden Science

Science doesn't have to mean synthetic. Working with nature as opposed to alongside it creates an aesthetic that's both contemporary and constructive.



Stylish durability and lightweight strength



Cooling with moisture regulation



Resistant to tears, scuffs and abrasions



Stretch for movement

www.cordura.com



CORDURA® Denim
'Freedom' Collection



'Authentic Alchemie' Collection

“Consumers look for authenticity in people, in brands and in turn in the fabrics they want to wear. The trick to future success in the textile industry is for manufacturers and mills to stick to what they do best. CORDURA® brand has done just that with the 'Authentic Alchemie' Collection – focusing on durability as the core of its fabrics, but extending beyond to versatile, cross-functional denim innovations.”

Amy Leverton,

Author of **Denim Dudes** and trends strategist

Denim Dudes



Durability applied to denims

We are challenging durable denim norms.
Combining...

...Soft with
Strong

...Definition with
Di-versatility

...Form with
Functionality

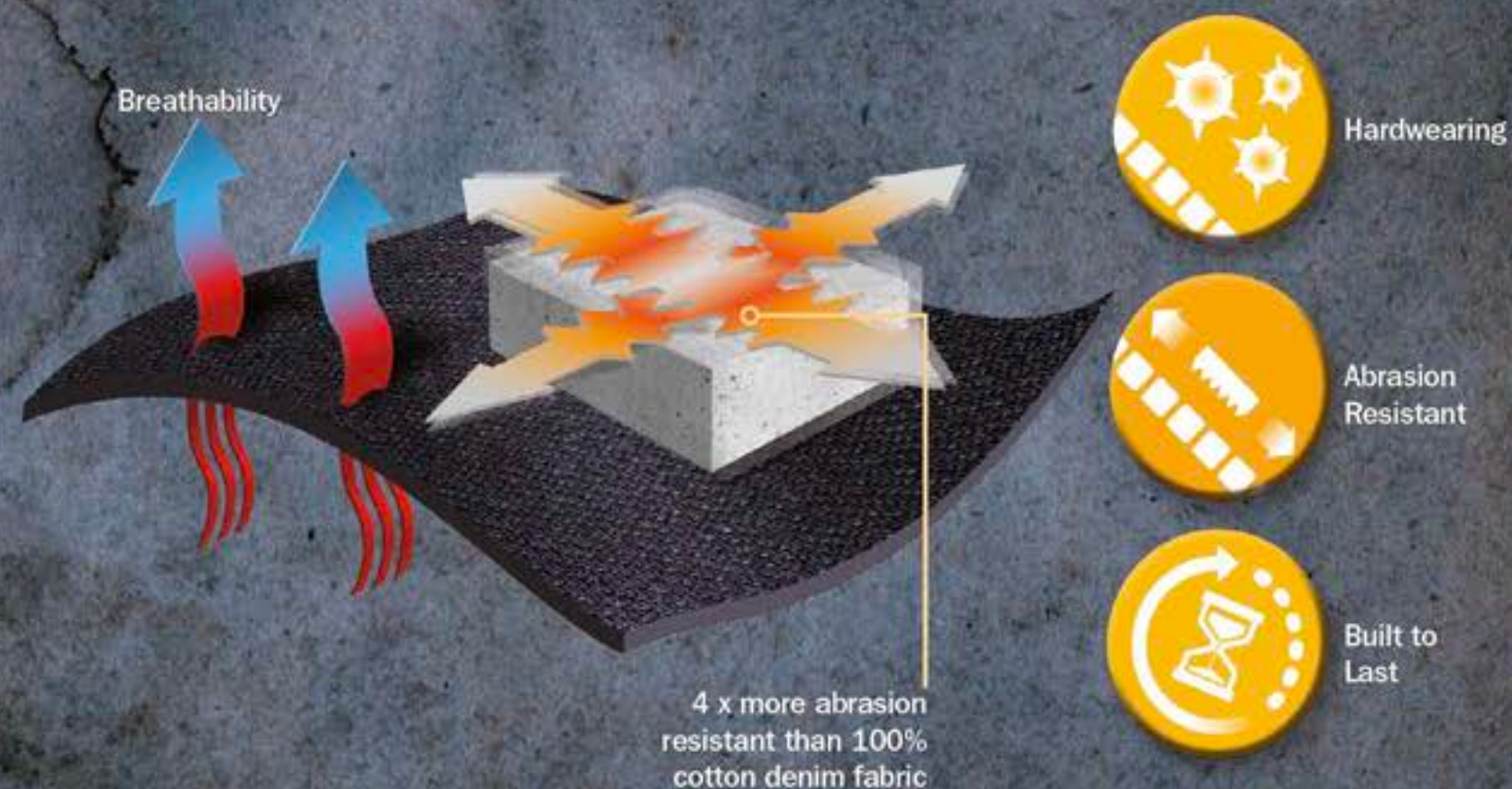
Durability remains at our core.

CORDURA® Denim Fabric

CORDURA® Denim fabric lasts longer than traditional 100% cotton denim*.

Based on an intimate blend of cotton and INVISTA's T420 nylon 6.6 fiber, CORDURA® Denim fabric retains the authentic look and feel of cotton denim, but with added abrasion resistance, and toughness.

Brings with it the heritage of the CORDURA® brand which has proven performance in the world's toughest environments.



*Martindale testing based on 13.75 oz denim fabric.

Performance Denim Fabrics



ABRASION resistance wear samples after 2000 cycles



CORDURA® Denim
465 g/m²

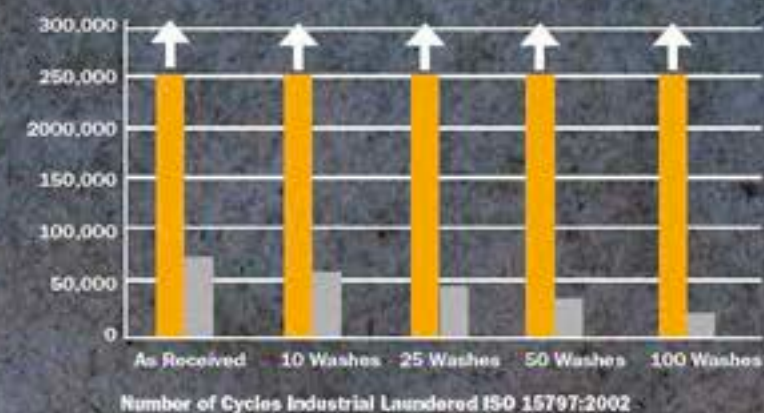


100% Cotton Denim
465 g/m²



CORDURA® Denim - Exceptional Abrasion Resistance -

CORDURA® Denim fabric vs 100% Cotton Denim fabric
Martindale Abrasion BS EN ISO 12947-2:1999 Standard Woolen Abrasion with 12KPa weight
Test stopped at 250,000 rubs



Abrasion Resistance
retained even after
100 washes

CORDURA® Denim
465 g/m²
100% Cotton Denim
465 g/m²

CORDURA
denim
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Technical Denims

CORDURA® Denim fabric is four times more abrasion resistant than comparable weight traditional 100% cotton denim fabric*



Stretch and stretch recovery performance

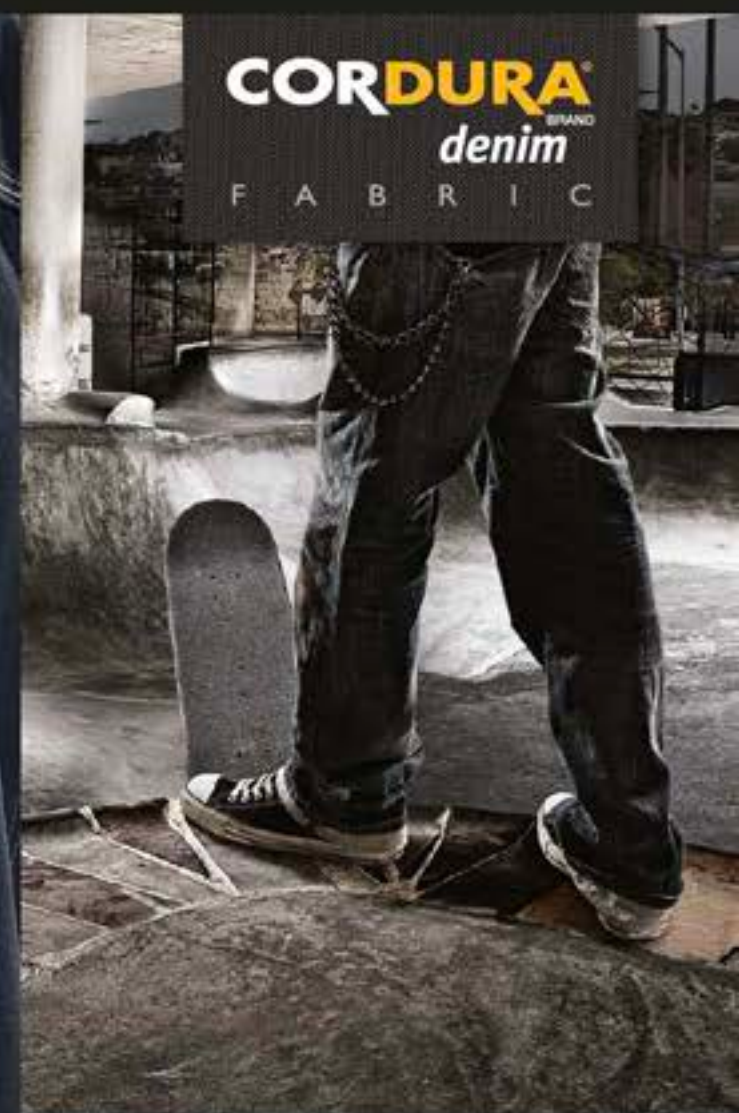


Moisture management



Thermoregulation

*based on Martindale abrasion testing of denim fabrics



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Imagine the possibilities

Properties of Technical Denims

- Moisture Management
- Enhanced tear resistance
- Water repellent
- Quick dry
- Stain release
- Odour management
- Flexible (Stretch)
- Easy care
- Hardwearing
- Waterproof
- UV fade resistant
- Breathable
- Thermoregulation
- Flame retardant (FR)



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'Authentic Alchemie' Collection

Fabric Sourcing

The CORDURA® brand, alongside some of the most innovative denim mills across the globe, is driving the development of new, cross-functional denims to compliment traditional boundary changes.

Fabrics from Artistic Milliners feature in the 'Authentic Alchemie' Collection and are designed to keep the future real.

Artistic Milliners (Pakistan) is one of the leading denim companies in the world that uses CORDURA® fabric technology to produce the next generation of innovative denim fabrics. Since the 1990's its mission and core values have been to deliver quality, service and drive innovation of denim textiles.

Artistic Milliners' capabilities include a spinning division; denim dyeing, weaving and finishing; garment cutting and stitching; wet and dry process effects; and lab testing. It is Pakistan's first LEED certified factory, and prides itself on its heritage of corporate responsibility with its mantra of Jeans Without Footprints.

For customers who want to explore different dimensions to optimize next generation denim, Artistic Milliners have a brand new state-of-the-art research facility located in Dubai. Designed to enable extensive testing and push the boundaries of creativity, this fully equipped garment development center features cutting-edge laundry, ozone, and laser technologies.



INVISTA authorized mills that produce qualifying CORDURA® fabrics are the backbone of the CORDURA® brand.



The CORDURA® Fabric Heritage

- For more than 45 years, CORDURA® fabrics have provided enhanced protection, durability and comfort.
- Our goal is to provide high-performance protective solutions that inspire designers and product developers to create functional and differentiated solutions for their customers.
- Historically, our fabrics have been used in military equipment, technical backpacks and other end-uses that require rugged, durable fabrics performing even in the toughest environments. CORDURA® fabrics are so engineered that they are difficult to tear, abrade or wear out.
- The brand DNA is built around pushing the boundaries of fabric durability, so we have continued to introduce durable yet lightweight fabrics. One example is our extensive line of CORDURA® Denims.
- These apparel focused technologies are designed to be worn next-to-skin and offer stylish comfort as well as durable, long-lasting performance.

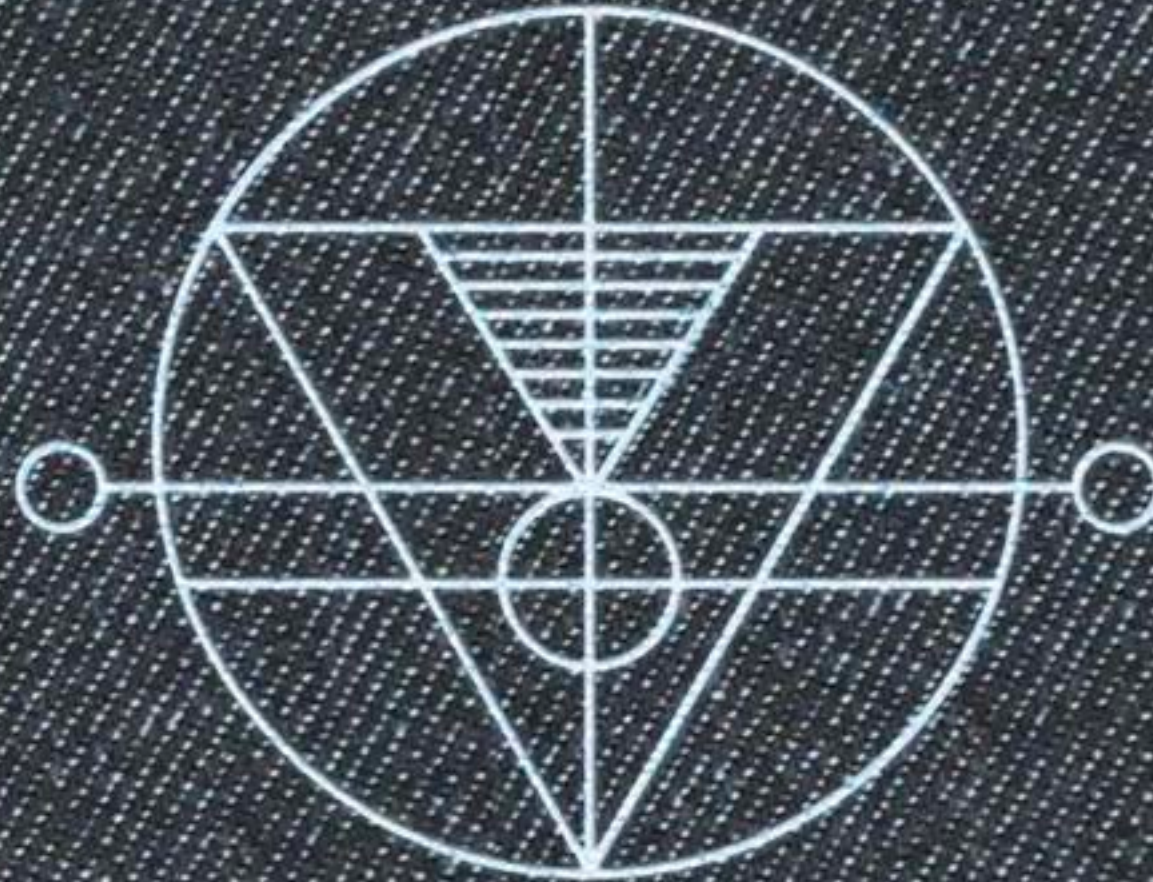
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CORDURA® Brand presents

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*Authentic Alchemie
Collection*

Exploring the past to reinvent the future.