

**Soorty Enterprises**

PRESENTS

**the SEASONLESS collection**



WHAT IS

THE IDEA OF  
DRESSING UP?



LET'S LOOK OUT FOR THE VALUE OF "FASHION" PEOPLE APPRECIATE





All inclusive denim and jeans - sustainable,  
genderless, seasonless and innovative.  
Designed and crafted for real people.

Fashion is one of the biggest contributors to  
climate change, in part due to all the resources  
used in production and the after effects of clothing  
ending up in landfills. With tons of clothing thrown  
away each year after only a handful of uses, our  
transformation is only natural.

**The world is changing.**  
**Our awareness on the impact of our is growing.**

As Soorty we see DENIM AS A POWER OF GOOD. Our premise is to act socially and environmentally responsible at every step of denim and jeans production, and then take some steps further to give back to communities who have been supporting us, so we can do good simply doing what we do the best.

# SEASONLESS III



trans-seasonal and responsible denim pieces to build an all year round wardrobe



made to last, not thrown away



designed for the way we live. made by us, made for us. **all of us**

# Call of the Wild



Nature's Patterns  
CottonLess & CottonFree  
Stretch without Stretch  
Brushed Back

# Twisted Archives

Longevity  
Heavier Weight  
Future Vintage

Supreme Well-Being  
C2C  
Redream



**Honor the past,  
Embrace the present,  
Write the future.**



# Twisted

Longevity

Heavier Weight

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Redream

# Archives





Clear, classic, timeless pieces that just work and add value.

Considered design on classics reinvented - wardrobe essentials.

**Modern**

.

**Considered**

.

**Quality**

.

**Longevity**



**Durable.**

**Responsible.**

**Made to Last.**

LONG  
EVITY

Over consumption and rapid discarding of products has been a barrier to a more responsible fashion world. Consumers need more from clothes now - we need garments that look good while doing and feel good. For us, this means constantly innovating, designing with purpose and producing with the correct ingredients to keep products and materials in use for as long as possible.

Woven with carefully selected materials and vigorous construction processes aiming to increase product life-spans, our denim fabrics are built stronger to last longer, offering functional and emotional durability as a valid solution with a big potential to honestly bring sustainability to our wardrobes via longevity, durability and practicality.

Durability of a fabric is determined by its ability to retain its quality, performance and shape even after constant wear and washing.



**Built stronger**



**to last longer**



**need to be replaced less often**



**creating less waste.**



# heavier

Denim is measured in weight of ounces per square yard - oz. This unit of mass helps categorize it by weight - the higher the ounces, the heavier the denim.

# weight





The weight of denim matters as it affects how a garment feels to wear & how durable it is. Typically (but not necessarily) a fabric that's heavier is constructed denser with more yarn and is more durable. While our yarn and spinning technologies allow us to offer highly durable fabrics with less weight for consumers who want to have their clothes feel lighter, we also have the capability to offer options on the heavier side, as this wear feel has its fans too.

While there is no standard of denim weight categories, a common understanding is as follows:



**Less than 11 oz**

lightweight



**11-15 oz**

midweight



**More than 15 oz**

**heavyweight**



For us, both offer its great options and since the most sustainable jean you'll ever have is one that you'll love to wear, it depends on the consumers' choices.

Where do you stand at?

## LIGHTER WEIGHT



An easier wear feel with no discomfort of carrying something heavy



Easier to adapt daily activities



Offers more versatility



Perfect spring / summer outfit

## HEAVY WEIGHT



Superior level of strength



The construction naturally protects from damage



Less likely to rip or tear



A great - and a cool looking - protection of warmth in cold winter weathers



Elevated vintage denim looks designed for purpose to serve the needs of today's conscious consumer. Reacting well to laser as well as being the perfect canvas for today's responsible technologies that radically reduce the need for water, chemicals and energy while prevailing stories of heritage looks beyond genders, trends and fits.

future  
vintage

Future Vintage is an array of authentic looking and performing denim products made with today's technology to be the vintage of tomorrow; using less of what is limited while making the best and the most use of it.

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True denim classics - from the heart, down to Earth





Sustainable wardrobe essentials developed with innovative smart technologies, what was once waste and bio-engineered materials. Quality, functionality and purpose - all at once.

Supreme Well-Being prioritizes responsible material and process choices, comfort and attention to detail to complement your sense of self and sense of all.

# supreme well- being



Reclaiming what was once waste



Hyper texture



Circular



Supreme touch

Cradle to Cradle is Soorty's design system for developing sustainable products based on a circular economy, improving the way we MAKE, USE & RE-USE things.

Being the pioneer of the industry in this circular vision by being the first to achieve C2C accreditation vertically - in both fabrics and garments, we're continuing to build on our C2C archive with a wide range of fabric and garment options from light to heavy weights in a variety of constructions and silhouettes.

Our latest addition is C2C with hemp, which not only helps us in our circularity journey but also adds a value of strength and durability to fabrics.



# C2C



MADE TO LAST  
DOESN'T HAVE TO  
MEAN HERE FOREVER.

Responsibly using what was once considered waste instead of virgin materials to avoid an extra stress on the environment, and bringing together a blend of reused, repurposed, and recycled materials to avail smart resourcing and circular design in denim.

redream



Welcoming waste as a resource, with our state of the art recycling unit, we're able to offer products with highly repurposed content.



Post Consumer Waste (PCW)



Post Industrial Waste (PIW)



Recycled Polyester (GRS Certified)



Refibra, a new generation of fibers made from upcycled cotton scraps and Lenzing™ Lyocell fibers coming from wood pulp.



Lycra T400 Ecomade T400, where 65% of fiber content comes from recycled plastics and renewable plant-based resources

# Call of



Nature's Patterns

CottonLess & CottonFree

Stretch without Stretch

Brushed Back

# the Wild



Feel the breeze, smell the air, hear the waves. Post-pandemic, building a bridge between the city life and outdoors.

Streetwear and contemporary aesthetics influential on functional styles & looks. Timeless products. Solid silhouettes. Considered Design. Trans-seasonal clothes that you can dress up or down.



Purpose-driven



Urban aesthetics



Quality, Function and Durability



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Consumer behavior hint :  
people are changing their habits



on the road again



urban hipsters



in the farm

# nature's



An artisanal yet highly responsible touch reframing old times into a new day to offer the perfect fabric base ideal for both casual uniforms and planetary explorers.

Responsible dyeing and coating options on cotton less fabrics.

# patterns





# Color Theory



"I dream my painting and then I paint my dream" — Van Gogh

In art, a system of working in layers is generally used as it makes it easier to add surface texture, subtle color shifts and a tangible depth.

Color Theory is our smart and responsible technology for making art with denim while keeping our impact on the environment and societies minimal.

OVERDYE LIKE YOU KNOW,  
DONE RESPONSIBLY



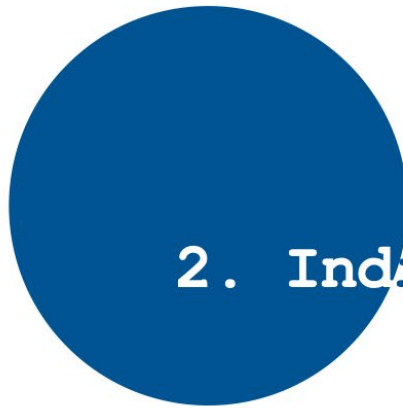


## 1. Ecrú

Ecrú fabric without PFGD

+

fabric dye with Archroma Dirasul  
liquid Sulphur colors on G2.

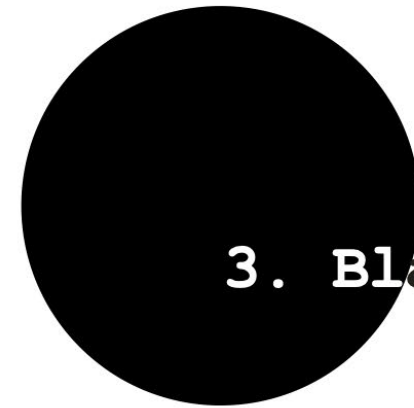


## 2. Indigo

Aniline Free indigo yarn dyeing

+

over dye with Archroma Dirasul  
color on G2 .



## 3. Black

Archroma Dirasul black yarn dyeing

+

over dye with Archroma Dirasul  
color on G2 .

# casara

Simplified processes that minimize our dependency on natural & limited resources, lowering our impact, and keeping things clean.

With an array of fabrics designed for purpose to wash off easily without needing a heavy treatment for authentically worn in looks, this revolutionary method that not only reduces the amount of water used but also the load on our effluent treatment while still providing the true denim aesthetics.



MAKE A GOOD IMPACT WITH YOUR JEANS



no pre- & post- dyeing washers on rope dyeing, zero waste water



no caustic soda for any pre-treatment



both bright and dark looks



using only green chemicals in compliance with REACH, OEKO-TEX®, ZDHC and blue sign®



reacts well to dry processes thanks to quick wash

# CottonLess

Authentic Looks, Adaptable Compositions.

Connecting nature, heritage and culture to purely realize mindful fashion and consciousness in **a new essence of improved self care** while staying loyal to authentic denim looks.



# CottonFree



A wide range of denim fabrics woven to be your all time favorite, your go-to denim piece. Curated nature for today's conscious consumer who needs less but cares more. Variable blends and compositions in offer different comfort levels, hand-feels, textures and any other attributes you can expect from your jeans.

## SETTLED SLUBS

- \* Cotton character
- \* Premium touch
- \* Ultra soft hand feel
- \* Different weight options
- \* Environmentally conscious fiber alternatives - Linen, Hemp, Tencel™ and EcoVero™
- \* High performance
- \* Unisex developments
- \* Laser ready



Wear comfort and long lasting freedom of movement without the use of spandex.



**Mechanical stretch coming from construction and composition; engineered with a special yarn technology.**

Comes with Lycra Dual Comfort branding.

stretch  
without  
stretch

As consumer's appetite for denim grows along with conscious consumerism, jeanswear become a classics reflection of who we are, the true statement wear.

Taking a step further for those who want to explore themselves and the nature a bit more, brushed back fabrics offer a warm, smoothing and motivating welcome as the city merges with outdoors to define a new lifestyle.



retains heat and provides thermoregulation



highly breathable



easy to care for



soft handle



incredibly comfortable against the skin



no itchiness

# brushed back



**Comfortable, Warm and Welcoming.**

**Elevated Everyday Experiences.**





SOORTY  
DENIMKIND™