

# Denim Threads of the World

A denim collection led by a vision of sustainable fashion, crafting denim that not only looks great but also contributes to a healthier industry and a greener planet.

SS25



#denimasapowerofgood

SOORTY ENTERPRISES

SS25

True sustainability  
requires synergy between  
nature & innovation.

When developing our fabrics and garments, we are greatly inspired by the harmony and balance of nature and responsible innovation. Thus everything we curate is a result of calculated, purpose-driven choices. While synthetic fabrics serve different purposes, nature-based ingredients offer physical and emotional durability. *Each pair of jeans in this collection was crafted and designed to withstand trends and be cherished for years to come.*





With denim threads, we weave a story of responsibility to drive a positive change for the future of fashion. Each pair of jeans represent a conscious choice to support a healthy denim industry and protect this beautiful planet we call home.

FUTURE VINTAGE



Redefining  
Timeless Denim

**HONOUR IT**



#LOOKSOLDISNEW



Celebrating denim's ever-present role in fashion without shouting for attention, HONOUR IT melds the classic elements of jeans with contemporary touches and high-tech, smart, and responsible innovations.

CONCEPT 01



Inspiration: The nostalgia we experience when reminiscing about wearing our parents' clothing during our childhood.

R O C K  
A  
S  
E  
p  
l  
d  
o  
r  
l  
d  
A

In a world where trends come and go, one thing remained—the classic Americana & traditional jeans wear. Denim, with its rich heritage and timeless appeal, has stood the test of time. Now, it is time to create the future's vintage by preserving the essence of timeless jeans while making them relatable to the modern consumer.

## THE RETRO MASH UP

- . The charm of aged denim
- . Heritage character and authenticity
- . Every detail - from processes designed to react well with the fabric base, silhouettes that celebrate timelessness, carefully selected trims to labeling - speaks denim culture
- . A fabric that lives - moves, evolves, and gains character over time
- . Made to enhance wear experience - contrast for all & more



Capturing the spirit of the past infused with today's conscious technology:



- . New slub definitions,
- . Rain-like streaky characters
- . FadeO - our new, revolutionary denim laundry system that unlocks an endless range of aesthetics and looks





**LIVE** *IT*

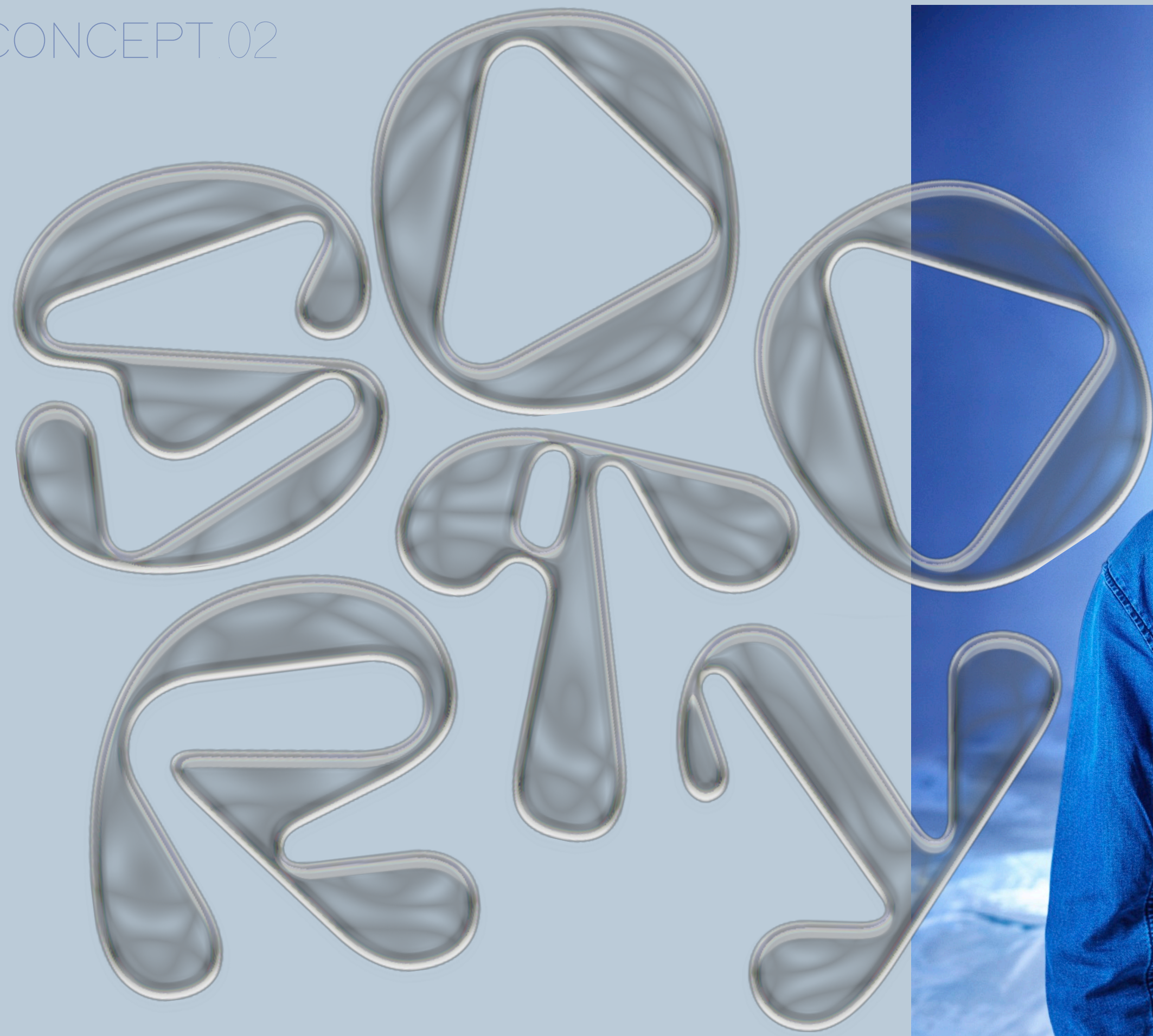


ELEMENTAL DENIM

Embracing Nature,  
Empowering Adventure

---





A denim concept curated for a world where the consciousness of the environment and society reign supreme.



Embark on a transformative journey with **LIVE IT** to explore the realms of responsible fashion and redefine industry standards with a collection that is conscious from fiber to finish.

. Fluidity and versatility for high performance, blurring the lines between sportswear & denim

. High quality, durable clothes that are made with love, made to last



CAREFULLY  
SOURCED

CONCEPT 02

. Blends with SOCI, Second Life PCW™, CIRCULOSE®, Linen, TENCEL™

. Traceable transparency

. Processes designed for purpose

CONSCIOUS  
MATERIALS

---

LIVE IT

CONCEPT 02

Transitioning +1000  
farmer-families from conventional  
farming to organic

Helps the community and farmer-  
families through a dedicated Rural  
Women Livelihoods and  
Empowerment Initiative launched in  
partnership with DOCH

Produced its first bale certified by the  
Control Union & validated by the  
Organic Cotton Accelerator in 2022



Rescuing an area of +10,000 acres

MID and LIGHTWEIGHTS



. A collection of diverse weights, compositions, weaves, looks, hand-feels, and characters

. Redefine comfort breathability

. Plain or textured looks

CONCEPT 02



Soorty's brand of recycled cotton products

Less contamination, better visuals, less water use and better strength compared to alternatives coming from decades of experience in spinning

SECOND™  
LIFE

Innovative solutions for denim-to-denim and circular textile manufacturing

Recycling discarded fabrics into regenerative cotton fiber

LIVE IT

#natureinspired

#reconnectwithnature

. Catering a diverse range of needs & lifestyles:  
rugged durability for adventurers  
style with substance for urban explorers  
comfort for nature enthusiasts

. Space for movement

. Technicality with alternative silhouettes



REIMAGINE STRETCH

CONCEPT 02

#biomimicry

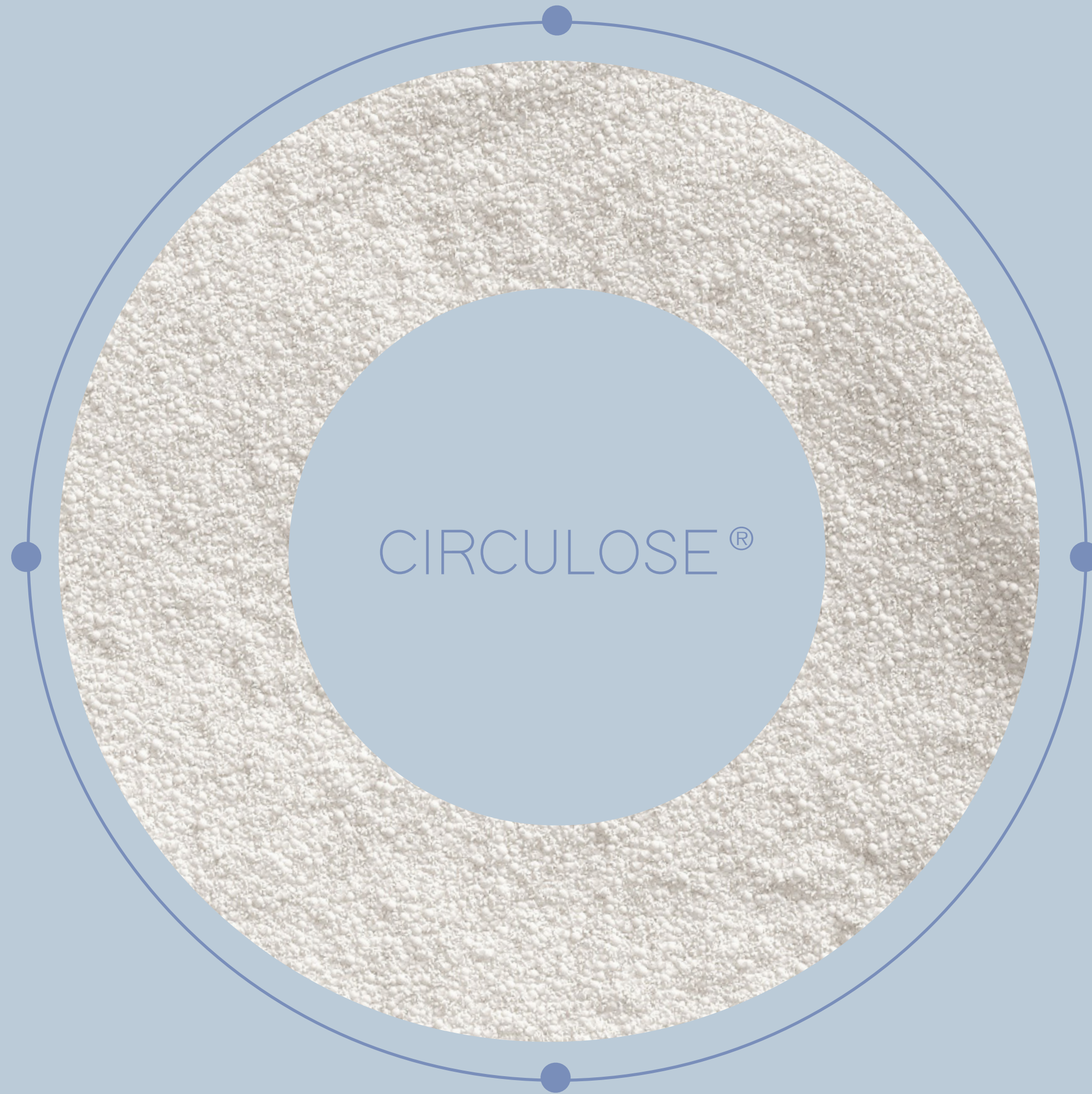
LIVE IT



CONCEPT 02

A new material made by recycling  
cotton from worn-out clothes and  
production waste

Committing to the continuous  
development of circular solutions



Soorty is among the members of the  
CIRCULOSE® Supplier Network  
(CSN)

Revolutionizing the marketplace by  
driving the circular economy forward

# FadeO



. Less manual labor, absolute safety for the operators & the wearer, shorter process times — *like never before.*

. FadeO offers consistent and uniform finishes as well as striking contrasting effects with a low liquor ratio and **NO** need for stones in denim-washing,

. Using the magic of ozone (in the air, and the water) with pioneering technology FadeO, we reduce our dependency on water and chemical massively while also consuming less oxygen and electricity.

CELEBRATING LIFE

U  
n  
i  
v  
e  
r  
s  
e  
R  
e  
b  
l  
a  
n  
c  
e  
o  
n

**BE** *IT*

Made by us,  
Made for us





## DARING DENIM

A daring denim collection for the new generation who embraced denim with confidence and a sense of humor, breaking free from the conventional norms.



Celebration of individuality for customers who seek more than just a garment but look for character, substance, and brands that resonates with their identity.



. Break free from norms by innovating fearlessly

FLAMBOYANT



. Capturing the essence of uniqueness as each fabric becomes a canvas of expression, reflecting the wearer's personality with a dazzling flair

. Fabrics made to be garments speaking out the inclusive spirit of the modern world

FUN

. Flamboyant & fun innovations

. Oversize silhouettes that blur the lines between his and hers

CONCEPT 03

BE IT

A NEW ERA OF JEANS... where everyone is welcomed, celebrated, and free to unleash their true selves.

BE IT





SS25

[future-possibilities.com](http://future-possibilities.com)