**ISKO teams up with Soorty to launch a first-of-its-kindcollaboration.**

*The two global denim powerhouses join forces to transform and introduce new ways of working and doing business in the industry.*

*June 2021* – From competition to virtuous co-opetition: **ISKO and Soorty announce the signing of a landmark technology licensing agreement which sees the two companies working in partnership on the production of fabric and garment collections. The collaboration combines ISKO’s renowned expertise in creating best-in-class, patented technologies with Soorty’s extensive vertical production network, which will be utilized to produce the collections.** This unique collaboration opens the door to significant, new business opportunities for both companies and will enable them to meet customers’ needs on a greater scale.

Through this partnership, ISKO and Soorty have developed a **business model** that is **a first in the industry** with the potential to **change working practices for the better** and unlock value for the entire market through the scaling of responsible innovations. The two playersare at the forefront of **sustainability**, **inclusivity**, **technology** and **education** in the industry and are driven by a shared approach that prioritizes synergy, cross-fertilization, and a quest for constant improvement.

**The first collaborative effort between the companies sees the launch of the ISKO Future Face™ by Soorty collection. Created using ISKO’s innovative ISKO Future Face™ technology, it is produced by Soorty** specifically for the US market. ISKO Future Face™ is a patented woven fabric that looks like a knit. This fabric innovation combines a soft, silky finish with comfort, enhanced shape retentionand a flattering drape, while maintaining all the properties of true denim.

“With this partnership, we are paving the way towards the implementation of new best practices that will change the industry forever”, said **Marco Lucietti**, **ISKO Director of Strategic Projects**. “We truly believe that going beyond the traditional conception of competition can really push change for the better: a better service for our customers, a better business and a better future.”

Today's business landscape is calling out to all stakeholders to create connections that help take care of the planet and its people. **ISKO’s Responsible Innovation™** approach is founded on creativity, competence and citizenship and demonstrates the company’s effort to make the world a better place. **Soorty**, Pakistan's largest vertically integrated denim company, is committed to a vision of a clean, green and fair future for all, which is a perfect alignment for this partnership.

“We believe in cooperation over competition. And we believe that this cooperation – which is the first of its kind in the industry – will unlock immense value for brands and consumers”, said **Asad Soorty**, **Director of Soorty Enterprises.** “ISKO Future Face™ by Soorty is a truly game changing offer that can be used to create an endless array of products, all of which are in high demand in both the pandemic and post-pandemic world. We’re hugely excited by the possibilities this opens up for the market.”

**About ISKO™**

ISKO is part of SANKO TEKSTIL, the textile division of the SANKO Group. As the premium denim ingredient brand behind people’s most favorite jeans, it has a strong global presence in 35 countries with 60 international locations. By virtue of its Responsible Innovation™ approach, founded on creativity, competence and citizenship, ISKO works to make the world a better place bringing awareness to environmental as well as social aspects. As a result of its R-TWO™ program made with certified reused and recycled fibers, the company’s denim offer is pushing sustainable materials and innovating. The company’s advanced expertise on woven technologies has extended to the world of sportswear and performance. This has led to the development of two top ISKO™ innovations – ISKO Vital™ and Arquas™ – which have changed the game by introducing the benefits of woven fabrics, i.e. durability and recovery power, into the activewear segment. As a result, they have become the go-to solutions to a wide spectrum of needs, from high-performance to lifestyle brands that cater also for sportswear.

ISKO is a trademark of SANKO TEKSTIL.

To find out more visit iskodenim.com/sustainability.

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**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, in order 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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