

## Cone Denim Introduces New SGene Yarn Technology

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Cone Denim, a leading denim producer, introduced its new yarn technology, **Level II SGene** Thursday.

Level II expands the company's collection of SGene, using its dual-core spun yarns, which are said to be 25 percent more stretchy in the new yarn. The yarns contain spandex and filament polyester, which provides clothing with a more conforming and slimming fit.



Kara Nicholas, vice president product development and marketing, said, "Using our patented stretch technology hidden within the yarn, we virtually eliminated 'bagging knee' syndrome and created a new standard for superior shape retention and recovery performance. Our new Level II fabrics are a great addition to the SGene family, elevating the performance of stretch to the next level and unleashing the newest generation of denim fabrics that conform, slim and shape but with unbelievable power and comfort."

The company claims the new yarn's superior force and broad global scale out of the U.S., Mexico, and China will create more opportunities for clothing brands internationally.