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## **CONE DENIM CELEBRATES 10TH YEAR ANNIVERSARY OF REVOLUTIONARY TECHNOLOGY**

Cone Denim is excited to celebrate the 10-year anniversary of its revolutionary S GENE technology, developed and first introduced by Cone Denim in 2007. The advancement of this performance technology has included Level II S GENE introduced in 2015 and the latest and most advanced power stretch denim incorporating S GENE yarns introduced this year, representing the latest evolution of the S GENE dual-core stretch yarn technology.

S GENE and denim fabrics feature exceptional stretch and recovery performance along with the added benefit of increased strength. Additionally, the polyester component of the newest S GENE and yarns is 100 per cent recycled, making for the most sustainable superior stretch Cone Denim fabric yet. S GENE innovation was the first of its kind, originally introducing S GENE denim fabrics in 2007. S GENE yarn with dual core technology is designed to provide superior stretch and recovery.

“This year we are launching S GENE+ in celebration of the technology’s 10-year anniversary. This newest stretch innovation brings sustainability to stretch. We are committed to developing S GENE denims using 100 per cent recycled polyester content, offering a new level of eco-conscious denim to the marketplace” said company’s spokesperson.

Other S GENE innovations include CONEFLEX™ denim utilizing S GENE technology. These denims feature stretch yarns in the warp and the weft providing 360-degree, four-way advanced stretch. CONEFLEX fabrics have low shrinkage, excellent recovery and give garments better shape retention across multiple fits, all with the authentic look and feel of traditional 100% cotton denim.