

# Cone Denim launches sustainable stretch yarn technology

By Beth Wright | 23 June 2017

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US textile major [Cone Denim](#) is bringing sustainability to stretch with the launch of a new dual-core stretch yarn technology to mark the tenth anniversary of SGene, and its commitment to developing denims using 100% recycled polyester content.

Operating as part of International Textile Group (ITG), and with manufacturing capabilities in the US, China, and Mexico, Cone offers unique collections of Salvage, Performance, Stretch and Natural Indigo denims developed at its Cone3D R&D incubator.

To mark the ten year anniversary of its "revolutionary" SGene technology, Cone is launching S Gene+ in a move it says offers a "new level of eco-conscious denim to the marketplace".

First introduced by Cone Denim in 2007, SGene was the first of its kind and has now advanced to create yarns the company claims can create the "most advanced" power stretch denim.

To create these yarns, Cone starts with two core components – spandex and continuous filament, which optimises stretch and maximises recovery. The dual-core yarn is wrapped in a spun covering to provide soft cotton hand and natural appearance with added stretch performance.

SGene+ denim fabrics feature exceptional stretch and recovery performance along with the added benefit of increased strength, says Cone. Meanwhile, the polyester component of the newest SGene+ yarns is 100% recycled, making for "the most sustainable superior stretch Cone Denim fabric yet".

"Our SGene technology continues to revolutionise stretch denims," says Kara Nicholas, vice president product design and marketing. "Using innovative stretch technology hidden within the yarn, we virtually eliminated 'bagging knee' syndrome and created a new standard for superior shape retention and recovery performance. Level II SGene technology elevated the performance of stretch to the next level with 25% increased stretch power and unleashed denim fabrics that conform, slim and shape but with unbelievable power and comfort."

Other SGene innovations include Coneflex denims, which feature stretch yarns in the warp and the weft providing 360-degree, four-way advanced stretch. These 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, says Cone.

Last month, US-based fibre producer Invista, owner of the Lycra brand, acquired the dual core patent portfolio of Cone Denim and its parent company International Textile Group (ITG).



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