

# Invista & Cone Denim to show new collection at ORSM

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Invista's Cordura brand and Cone Denim, will show their latest collection, Cordura S Gene Denim, at the Outdoor Retailer Summer Market (ORSM), which will be held from July 23 to 28, 2018, in Denver, in Cone Denim booth #23110-SL and Cordura booth #54037-UL. The denim offers an authentic look and feel with hidden performance and engineered stretch benefits.



Cone Denim's S Gene innovation was originally introduced in 2007. High performance dual-core technology S Gene yarn provides exceptional stretch and recovery. These yarns are made with two core components which optimise stretch and maximise recovery, and the dual-core is wrapped in a spun [cotton](#) covering to provide a soft cotton hand and natural appearance. This denim collection is designed for use in applications such as workwear where rugged, hardwearing durability, authenticity, and ease-of-movement are essential.

Cordura S Gene Denims feature high-strength [nylon](#) 6,6 [filament](#) technology and have been validated to meet the durability, performance, and quality standards required for Invista's Cordura brand fabrics. Cone Denim offer authentic indigo and black Cordura S Gene Denims in a range of weights from 10.75 to 11.75, with varying stretch 14 to 32 per cent.

Kara Nicholas, vice president of product design + marketing at Cone Denim said, "At Cone Denim, we continue to expand and elevate our S Gene collection of denims to provide customers with high performing, sustainable denims that people love to wear. Complimented with Cordura brand technology, which is a well-known, well respected name for strength in garments, we are able to create an offering that embodies the best of both our worlds and honours our longstanding history together."

Cindy McNaull, Cordura brand marketing director said, "Last year, in honour of Cordura brand's 50th anniversary, we were excited to offer a first-of-its kind selvaige denim together - but the innovation partnership certainly didn't stop there. Since then, we've continued to push the boundaries to bring enhanced denim solutions to the market, and the new Cordura S Gene Denim collection is a testament to this shared commitment." (GK)