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CORDURA® Brand And Cone Denim® Collaboration Continues With New CORDURA® S Gene® Denim

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WICHITA, Kan. — July 17, 2018 — With 175 years of combined heritage, INVISTA's Cordura brand and Cone Denim® have a keen understanding of the world of denim. These two brands will debut their latest collaboration at Outdoor Retailer Summer Market in Denver July 23-28, 2018, called Cordura S Gene® Denim. This new denim innovation 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 optimize stretch and maximize recovery, and the dual-core is wrapped in a spun cotton covering to provide a soft cotton hand and natural appearance.

"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," said Kara Nicholas, vice president of product design + marketing at Cone Denim. "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 honors our longstanding history together."

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 percent.

"Last year, in honor of Cordura brand's 50th anniversary, we were excited to offer a first-of-its kind selvage denim together — but the innovation partnership certainly didn't stop there," said Cindy McNaull, global Cordura brand and marketing director. "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."

This denim collection is designed for use in applications such as workwear where rugged, hardwearing durability, authenticity, and ease-of-movement are essential. To experience CONE Denim's Cordura S Gene portfolio in person, visit OR Show (Cone Denim booth #23110-SL and Cordura brand booth #54037-UL).

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