

**CORDURA**<sup>®</sup>  
BRAND  
*denim*  
F A B R I C

**TAKE IT TO THE EDGE.**

## **TAKE IT TO THE EDGE...**

**Durable. Versatile. Reliable. Jeans are supposed to be tough. They're supposed to be durable. It's why they were invented. For cowboys and miners and people who needed pants that could keep up with them.**

**But somewhere along the line, some jeans lost their ruggedness. Their ability to hold up and withstand. Which is OK if you're going to a dance club, but not if you're going to a skate park or a hiking trail, or doing a million other things active people like to do these days...**

**That's why the CORDURA<sup>®</sup> brand team came out with CORDURA<sup>®</sup> Denim fabric. It gives you the style and comfort you expect from a pair of jeans, with the built in durability of CORDURA<sup>®</sup> fabric. Go ahead. Try to wear them out. We dare you.**

# TAKE IT TO THE EDGE...

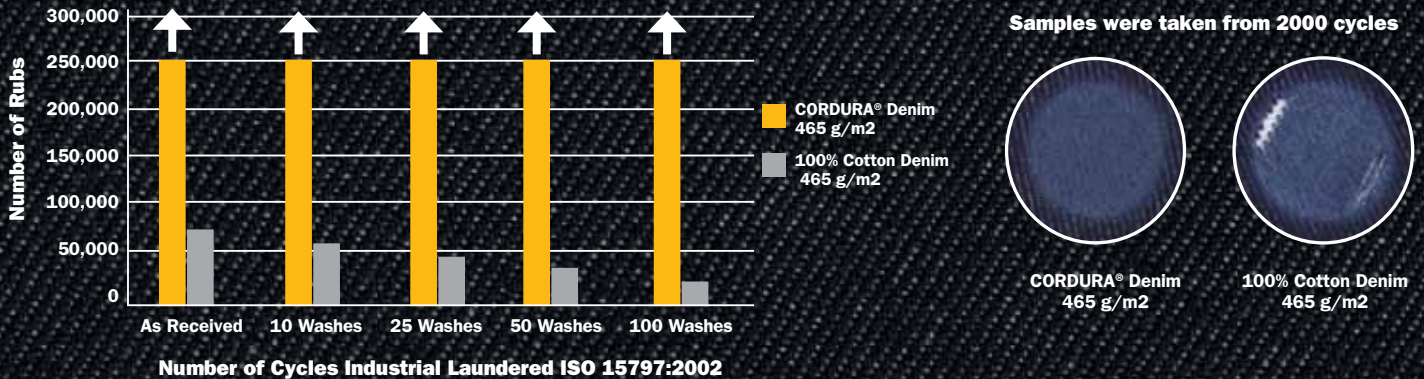


## DURABILITY

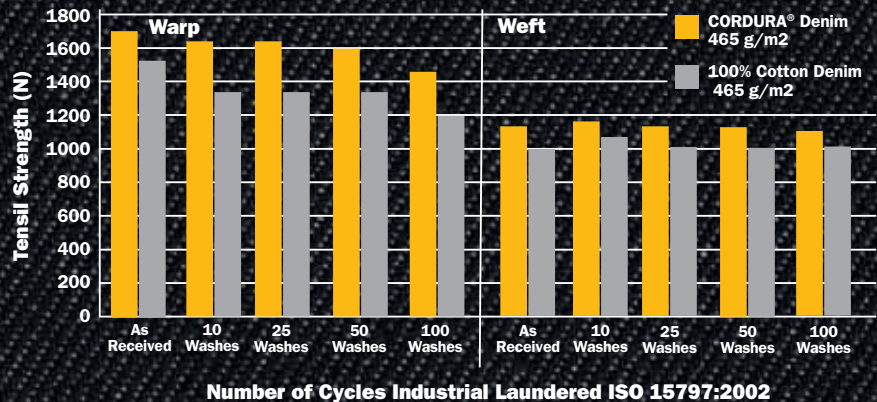
What makes CORDURA® Denim fabric so tough? INVISTA's T420 fiber.

It's specifically engineered to be blended with cotton and cellulose fibers for high durability.

**CORDURA® Denim fabric vs 100% Cotton Denim fabric**  
 Martindale Abrasion BS EN ISO 12947-2:1999 Standard Woollen Abrasion with 12KPa weight  
 Test stopped at 250,000 rubs



**CORDURA® Denim fabric vs 100% Cotton Denim fabric**  
 Tensile Strength BS EN ISO 13934-1:1999

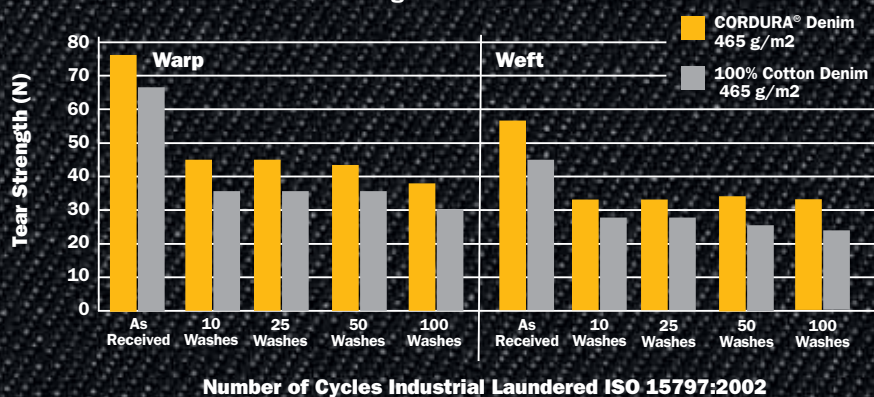


- Exceptional abrasion resistance – 4 times that of a comparable weight traditional 100% cotton denim fabric\*.

\*Based on 465 g/m<sup>2</sup> denim fabric.

- Brings with it the heritage of the CORDURA® brand - Durable. Versatile. Reliable.

**CORDURA® Denim fabric vs 100% Cotton Denim fabric**  
 Tear Strength BS EN ISO 139347-2:2000



## COMFORT

Just because you are edgy doesn't mean you do not have a softer side. CORDURA® Denim fabric feels as good as your favorite pair of jeans. The authentic look, comfort, and feel of traditional 100% cotton denim with built-in long-lasting durability.

For more information, call +44 1452 633126, email [cordura@invista.com](mailto:cordura@invista.com) or visit [cordura.com](http://cordura.com)