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INVISTA to showcase denim innovations at Kingpins shows



INVISTA, one of the world's largest integrated producers of fibers and polymers, will showcase its latest denim innovations at the Kingpins shows in New York and Los Angeles on Jan. 18-19 and Jan. 25-26, respectively.

Highlighting new developments with fabrics from its mill customers around the world, INVISTA has prepared a global fabric and garment collection around five distinct themes: Dress for Success, Stretch Your Imagination, Black is Back, Color My World and Great Performances.

"This collection is unique in several aspects," said Jean Hegedus, global marketing director for INVISTA in denim. "First, it brings together fabrics with INVISTA innovations from a variety of mills

from different regions of the world; second, it brings new looks to commercial fabrics by using finishes developed by Jeanologia, the Spanish finishing expert; and third, it showcases the latest fashion trends through a variety of concept garments."

Dress for Success features the season's latest silhouette -- the trouser jean. With this theme, denim is shown in more formal looks with LYCRA fiber or LYCRA T400 fiber, sometimes in combination with Supima cotton or TENCEL fiber for enhanced softness and fluidity. Featured fabric in this collection includes styles from Canatiba of Brazil, Arvind of India, Central Fabrics of Hong Kong and Full Blossom of Taiwan.

Stretch Your Imagination focuses on super stretch fabrics made with LYCRA fiber that stretch 30 percent or more. This category features high stretch fabrics with LYCRA fiber from Tavex of Spain, Isko of Turkey, and Canatiba of Brazil in slim styles designed to accentuate women's curves.

The **Black is Back** theme showcases the continuing importance of black and gray denim. Candiani uses LYCRA T400 Black fiber to create fade resistant black denim. ADM of Pakistan features LYCRA T400 Black fiber in both the warp and weft to create black and gray XFIT LYCRA fabric with 360 degree comfort and fit. Japanese mill Kurabo rounds out the collection with lightweight black denim infused with LYCRA fiber.

Color My World brings a fresh new look to denim with colorful twills of cotton and LYCRA fiber from Kurabo of Japan and Tavex of Spain. A number of the fabrics in this category has been finished using techniques such as laser printing and tie dyeing from Jeanologia, resulting in unusual aesthetics.

Finally, **Great Performances** directs attention to the growing category of performance denim and encompasses a variety of INVISTA innovations. COOLMAX fabric leads off the collection with lightweight breathable denim from QianJin of China. CORDURA Denim fabric from Artistic Milliners of Pakistan brings durable comfort to hard-working denim garments. Fabric from Orta of Turkey exhibits the lasting fit of LYCRA T400 fiber. Kaltex of Mexico spotlights TOUGH MAX LYCRA fabrics for jeans with both strength and flexibility, ideal for work or activesports such as skateboarding.

To see the full collection and find out more about INVISTA's innovations, please visit INVISTA's stand at the Kingpins Show, taking place in New York at Skylight West, 500 East 36th Street and in Los Angeles at L.A. Production Studios, 1025 East 16th Street.

INVISTA