

CORDURA Brand fabrics to be featured at Workwear Show

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INVISTA's CORDURA brand team will participate in the 2011 Workwear and Corporate Clothing Show April 5--6 in Coventry, United Kingdom. In addition to attending the show, the CORDURA brand team is the proud sponsor of the fashion show, which will feature four distinct CORDURA brand fabrics in catwalk fashions created by recognised U.K. designers. The Workwear and Corporate Clothing Show serves to unveil the newest innovations in professional clothing.

"Sponsoring the fashion show at such a prestigious industry event is an opportunity to showcase the diversity of our durable fabrics," said Cindy McNaull, global CORDURA brand and marketing director. "The show is a great way to promote the wide range of fabrics offered in the CORDURA brand portfolio. Through four professionally choreographed routines, attendees at the show will experience the fashion forward side of durability, which is a hallmark of recent CORDURA fabric innovations."

The four CORDURA brand fabrics that have been selected for concept garment designs to demonstrate the versatility of CORDURA brand fabrics for workwear applications include: CORDURA Denim fabric, CORDURA NYCO fabric and two CORDURA Classic fabrics—560dtex and 370dtex. Each design will display the variety and versatility of CORDURA brand fabrics.

As the premier U.K. show dedicated to international manufacturing and supply of work related apparel, the event is an ideal platform for suppliers, distributors, manufacturers and fabric and textile producers. In this light, CORDURA brand team members will be on hand to showcase the new addition to the CORDURA NYCO fabric portfolio—CORDURA Duck fabric—at stand #WF4 in the Ricoh Arena. Based on an intimate blend of cotton and INVISTA's T420 Nylon 6,6 staple fiber, CORDURA Duck fabric is specifically designed to deliver a comfortable, highly durable fabric solution with exceptional abrasion resistance and wear life.

INVISTA's CORDURA brand team will also showcase fabrics made with LYCRA T400 fibre. LYCRA T400 fibre is INVISTA's trademark for its bi-component fibre, which brings unique aesthetics, lasting fit and ease of processing to the denim and ready-to-wear markets. This fibre has extended into the jobwear market with its comfort stretch and innovative moisture management qualities. From hospitality and corporate wear to medical and protective apparel, LYCRA T400 fibre is used to help enhance jobwear garments around the world.

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