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# future materials

September 2011



technical textiles ■ composites ■ flexible materials

Published by  
**WTIN**

# On the soft side

Invista's new apparel fabric line showcases the versatility of the Cordura range

## Brands and designers

often turn to Invista's Cordura when they want to make a product that is reliable yet versatile. Available in a wide range of weights, constructions and textures, the durable fabrics are used for anything from outdoor gear and workwear, to luggage, military and upholstery.

Now Invista has launched a range of new 'full dull' nylon yarn constructions that look and feel more like natural fibre-based fabrics, but still incorporate the exceptional abrasion, tensile and tear strengths the brand is known for.

At last month's Outdoor Retailer Summer Market, held in Salt Lake City, US, the brand unveiled the Cordura Naturalle fabric collection designed for performance activewear, technical outerwear and shell weight fabrics, as well as ready-to-wear apparel.

The collection includes a variety of nylon/cotton blends, performance knits, traditional wovens and ultralights, as well as fabrics with matt-look similar to that of cotton. There is a wide selection of lightweight plain, rip-stop and dobby weaves, and circular, flat and warp knits. The collection also encompasses two and three-layer laminated fabrics, double weaves, and stretch wovens and knits combined with Invista's Lycra fibre, all available

with or without speciality performance finishes.

"Customers will no longer have to sacrifice comfort for long-lasting performance," says Cindy McNaull, global Cordura brand and marketing director. "When you say Cordura fabrics, you think of trusted, rugged performance and all the tough end uses we are traditionally known for. But now the Cordura brand portfolio has a full line of fabrics for apparel. We're excited to showcase the softer side of durability, combined with the flexibility to go wherever, whenever."

The company is targeting the likes of The North Face, Columbia, Eddie Bauer and Timberland for the outdoors enthusiast that hikes and goes mountain biking, she explains. But flexibility is also a key priority, with the collection allowing wearers to go from their everyday activities to those that require more heavy-duty performance. With over a year and half spent on development, it is designed for inner layer, next-to-skin garments, such as T-shirts and base layers, as well as outdoor layer shells, such as jackets, trousers, jeans, and everything in between. The next step is to start screening for industrial laundry standards.

"The new Cordura Apparel collection can also be used for the performance yoga category, which really underlines the comfort and softness of the fabrics, and broadens the scope of Cordura fabric customers," says McNaull.

"The comprehensive collection will offer customers a vast array of performance driven, versatile and trend-conscious styling options which include the built-in durability of Cordura fabric. The products can seamlessly transfer from day to night and from the trail to the dinner table."

Invista is putting a lot of resources into promoting the new apparel line in Europe, with appearances at key tradeshow including A+A in Germany in

“Customers will no longer have to sacrifice comfort for long-lasting performance”

The new Cordura Naturalle fabric collection



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October and next year's Expoprotection in France, as well as contemporary clothing showcase Bread & Butter in Berlin. The market is a keen focus for the complete Cordura range of fabrics, such as the Nyco line which was developed specifically for customers with a workwear, EU base.

"EU consumers are looking for stylish and functional workwear, as well as fabrics that can be worn close to the skin," she says. "For Cordura fabrics as a whole, the European market has taken off the quickest with lots of new launches due to take place as major brands are working with Cordura Denim fabric and Nyco. The new Naturalle line has already been adopted by Bram's Paris.

"Customers are looking for value today and, as seen in numerous reports, are prepared to spend a little more to get quality products," notes McCaull. "We focus on the long-lasting durability story with the tagline 'sustainability begins with products that last'". ■

[www.cordura.com](http://www.cordura.com)

## Highlights from the Cordura range

### ■ EcoMade

Offering the performance and durability benefits of Cordura but made with Repreve recycled polyester yarns using a process that reduces energy consumption and extends the usual life of polyester

### ■ Baselayer

Launched in 2008 to offer superior next-to-skin performance properties and durability, with a knit construction based on Invista T420 Nylon 6.6 fibre and cotton. The fabric was developed to answer a need from the North American military for a 'No melt, No Drip' fabric to be used under garments to help protect soldiers when exposed to heat in flash fire situations such as IEDs or vehicle fires

### ■ Cordura Denim

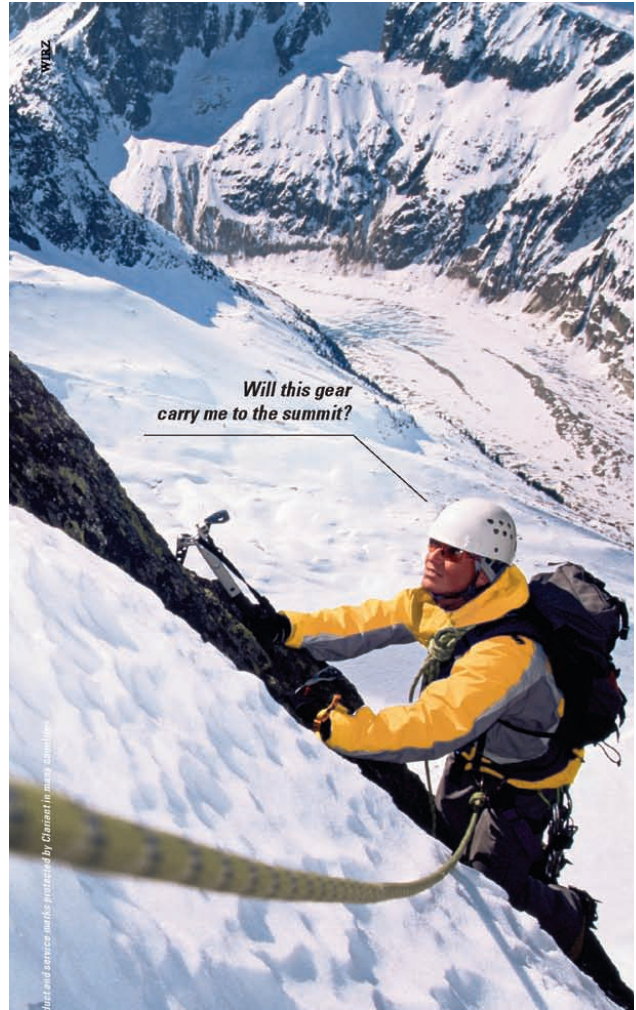
The look and feel of traditional 100% cotton denim with exceptional durability. Jeans are reported to last 50-60% longer than 100% cotton when industrial laundered and are four times more resistant to abrasion

### ■ Cordura Duck

The newest addition to Cordura's Nyco fabric portfolio based on a blend of cotton and Invista's T420 Nylon 6.6 staple fibre. Targeted at any applications where traditional 100% cotton canvas fabrics are used, Cordura Duck offers a comfortable, highly durable fabric solution with high abrasion levels and wear life

### ■ Cordura Naturalle

A key component of the new Cordura Apparel Collection, the Naturalle line features 'full dull' nylon yarn constructions that have the appearance and handle of natural fibre-based fabrics but with the durability and performance properties the brand is known for



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