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CORDURA brand team on location in fashion capital

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For the second consecutive year, INVISTA's CORDURA brand team will feature the latest CORDURA Denim fabric innovations at the 2011 Denim by Premiere Vision show, which takes place May 25-26 in Paris, France. The brand's new denim offerings by INVISTA's authorized CORDURA fabric mill, Artistic Milliners include stretch styles, in weights ranging from 9.00 oz to 13.75 oz, as well as stylish coatings and fashion forward finishes. Visit INVISTA stand H71 and Artistic Milliners stand H31 to learn more.

"The Denim by Premiere Vision show is the place to see and showcase the latest in denim designs, and it is an honor to participate for a second year," said Cindy McNaull, global CORDURA brand and marketing director. "CORDURA Denim fabrics offer a range of excellent options for designers in search of stylishly durable and comfortable material to create fashions for virtually any application—from the skate park to the dance floor and weekend wear to the workday—plus every one of our denim innovations provides the innate durability of CORDURA brand fabric."

The new stretch CORDURA Denim fabrics developed by Artistic Milliners are available in various compositions, some with LYCRA T400 fiber and some with LYCRA fiber. These fabrics bring freedom of movement to durable denim, allowing the wearer to be comfortable as they go about their daily activities.

As a part of its key messaging for the show, the INVISTA team will be offering a range of options to help customers deal with the rising cost of raw materials. While raw material prices are increasing, the impact is being felt by the consumer as well. To stimulate buying at higher price points, innovation and added value are essential. CORDURA Denim fabrics offer the authentic look, comfort and feel of traditional 100 percent cotton denim with built-in, long-lasting durability and added value.

"Extending the life and performance of denim and other CORDURA fabric offerings is our goal and supports our brand's tagline of 'Sustainability Begins With Products That Last,'" said McNaull.

The Denim by Premiere Vision show in Paris, France, will be held at the Halle Freyssinet, a former railway engine repair shop in the heart of Paris and in a neighborhood known for hosting a number of architectural projects and fashion shows. Customers are invited to meet the CORDURA brand team, as well as see the latest innovations in CORDURA Denim fabric at INVISTA stand H71, or at the Artistic Milliners stand H31.

INVISTA