



USGROUP



AUTHENTIC DENIM PUZZLE SOLUTIONS



Authentic Appeal

true jeans respect

- Iconic denim look – modern comfort.
- Jeans durability extended to protect your customers' environment.
- They're buying the jeans their parents – and grandparents – would have loved.
- Rigid options with bolder indigo textures and brighter twill line.
- TrophyFlex 1970s color and texture with 2020s comfort, shape and slub possibilities.

Bring the
best of the past
to a better future.



HeritEdge

style original

- From our huge rooms of legacy looms.
- Adapted to the advantages of modern yarns.
- New selvedge options with alternative natural or recycled fibers and blends.
- Deliver the combination of definitive authenticity and modern comforts that consumers now seek.

True vintage,
ready for
your newest twists.



GreenSteps to sustainability

- Processes, technologies and materials to grow your brand and shrink your footprint.
- More sustainable fibers, dyes and washes, alternative natural fibers, and recycled plastic blends.
- Include recycled denim in almost any fabric.
- All-BCI cotton, and access to certified organic.

Give your
customers their
chance to lead.



Magma+

deeper, richer color

- Beauty of indigo or sulfur enhanced with lavish shade depth and subtle variation.
- Add coating layers while preserving natural feel.
- Fewer dye dips to reduce resource use.
- More richness emerges with washdowns.
- Laser etching advantages.

Design
new premium
denim possibilities.



Dulcet

songs of softness

- Combining everything that makes jeans gentle.
- The softest sustainable alternative plant fiber, blended with cotton for breathability.
- Spun, woven and finished for natural, long-lasting caress and improved recovery for stretch stability.
- Available in a full range of weights

Cuddle your customers in smooth luxury.



FlexDomme

hyper freedom

- The most demanded fashion hyper-stretch ideas united: amazing stretch, excellent recovery, better shrinkage and superb low growth.
- Lasting shape and true soft denim touch.
- Design new style into the ultimate new comfort.
- Give your customers more jeans freedom with more fashion-able flex.

Help your
customers flex
bold confidence.

SUSTAINABLE
DENIM
FASHION