



CORDURA® brand Enquiries:  
INVISTA  
175 Townpark Drive  
Ste 200  
Kennesaw GA 30144

UK & NA Media Contact: Emma Creasey  
+44 7785 522 550  
German Media Contact: Julia Dietrich  
+49 172 6518 990

## **SAPPHIRE FINISHING MILLS LIMITED X CORDURA® ADVANCED FABRIC CAPSULE COLLECTION**

### **Heritage meets modernity: Debut of latest CORDURA® NYCO Fabric line features diverse performance driven technical fabrics for multi-segment use**

Amsterdam – April 19, 2022 – Inspired by iconic utility silhouettes from the past, such as workwear overalls from the Gold Rush era, Americana inspired cowboy classics and vintage tactical, the latest Sapphire Finishing Mills Limited and CORDURA® *Advanced Fabrics* partnership explores the versatility of CORDURA® *NYCO Fabrics* re-imagined for today's urban living and crossover lifestyles at Kingpins Amsterdam (April 20/21<sup>st</sup>, 2022).

The new capsule collection comprises over 20 different CORDURA® *NYCO Fabrics* using a broad range of weaves (canvases, twills, rip stops), weights (180 to 350 GSM) and finishes (mechanical and chemical including wax coating, DWR, insect repellent and more). The fabric selection combines the comfort of cotton, the durability of nylon 6,6 and engineered stretch and stretch-recovery properties. This versatile fabric collection offers adaptable solutions for the creation of flexible, comfortable, hard-wearing garments with long-lasting performance.

“We’re excited to debut this latest combination of light, strong, soft, stretchy and smart CORDURA® *NYCO Fabric* constructions. With combinations of unique technologies, this new collection is pushing the boundaries of comfort, flex, durability and ultimately sustainability due to the built-in longevity of CORDURA® *NYCO Fabric* technology,” says Deirdre Jennings, Business Development Manager, Sapphire Finishing Mills Limited.

“Recently we identified the emerging crossover lifestyle trend whereby consumers are looking for apparel that they can use for both work and leisure pursuits. Traditional boundaries are changing - our customers are taking inspiration for their products from a wide variety of markets such as outdoor, tactical, heritage, and workwear. Combining working from home, travel and exercise, is the new reality. We are applying our knowledge of durable fiber and fabric technologies to help shape and define the apparel of tomorrow, and we are thrilled to collaborate with Sapphire Finishing Mills Limited on their latest CORDURA® *NYCO Fabric* collection“, says Cindy McNaull, CORDURA® Business Development Director.

## **CORDURA® X SAPPHIRE FINISHING MILLS LIMITED CORDURA® NYCO fabric Capsule collection:**

### **The 5 main themes:**

1. Theme **Yosemite**: Classic trucker jacket with extreme durability of nylon 6,6 and inherent softness of cotton is equally at home on the ranch or the city street. With iconic styling, built in durability, soft hand-feel and integrated stretch, this motif offers a perfect robust fabric blend for timeless workwear...farm and ranch meet urban living.
2. Theme **Gold Rush**: The silhouettes created for this assortment borrow from the functional shapes and authentic details of iconic garments taking inspiration from the resilience and trailblazing attributes of prospectors in the mid-to-late 1800s. Chunky canvas that is never out of style and offers consistent utility. CORDURA® NYCO *Fabric* with *MoveX* stretch canvas provides comfort stretch for freedom of movement and a clean look with iconic durability. Also available as very light yet functional fabric through the combination of CORDURA® NYCO *Fabric* and *MoveX* technology for enhanced strength and exceptional comfort.
3. Theme **Tactical Inspired**: CORDURA® NYCO *Fabric* with stretch for conditions that need robustness while keeping it light yet durable for all levels of outdoor adventure. Vintage looks with functional pockets and robust construction are designed to help make those hunting and hiking trips more fun, secure and hassle-free.
4. Theme **Smart Casual**: Style meets functionality. A perfect balance of nylon 6,6 and cotton with optimized stretch and recovery levels. Cotton combined with high performance nylon 6,6 durability provides the ideal blend for seamless 'day into evening' sophisticated comfort driven apparel. Slim line silhouettes with hidden strength are the focus for this classically inspired, timeless portfolio.
5. **Workwear x Streetwear**: With a nod towards the incorporation of performance attributes- both overt and covert- the finely woven twill CORDURA® NYCO *Fabrics* in this portfolio fuse cotton and the benefits of nylon 6,6 to deliver all season comfort and versatility. Streetwear and lifestyle brands are taking cues from workwear and outdoor for the ultimate in 'fashion meets function.'

### **About SAPPHIRE FINISHING MILLS LIMITED**

Sapphire Finishing Mills Limited (SFML) is one of the largest non-denim woven mills in Pakistan and trusted by leading brands worldwide. It is an integral part of Sapphire Group: a vertically integrated (spinning, weaving, dyeing, finishing, printing & garments) family-owned textile group having a broad experience of over half a century and a billion dollar revenue. SFML is a socially & environmentally responsible mill adhering to global sustainable business practices. State of the art infrastructure and vertical integration gives SFML a strong grip on supply chain, from yarn to ready-made garments; allowing to cater to the needs of a spectrum covering workwear, casual/fashion wear, tactical wear and outdoor. The versatility and technical expertise facilitate them for all woven genres i.e. PFD, Piece Dyed, Printed, Coated, FR and Non-FR fabrics. With a well-equipped hardware, SFML enjoys flexibility to process natural fibers, synthetic fibers and blends of both. Learn more at [www.sapphiremills.com](http://www.sapphiremills.com)

**About CORDURA® Brand**

CORDURA® fabric is a primary ingredient in many of the world's leading high-performance gear and apparel products ranging from casual apparel and activewear to footwear, backpacks, military/tactical wear, and workwear. The CORDURA® brand is a registered trademark of INVISTA, one of the world's largest integrated polymer, intermediates, and fibers businesses. To distinguish the CORDURA® brand, the word "CORDURA®" must be spelled out in all caps and used with an ®, and it must be followed by the word "brand" or "fabric." To learn more about INVISTA's CORDURA® brand, end-use products, and marketing tools please visit [www.CORDURA.com](http://www.CORDURA.com), and follow us on Facebook, Instagram, LinkedIn, and YouTube.

**About INVISTA**

INVISTA is a global manufacturer of chemical intermediates, polymers, and fibers. From parts for the automotive industry to medical equipment, air bags, food packaging, carpet and clothing, our ingredients in the nylon 6,6 and polypropylene value chains help bring many of life's essential products to market. A subsidiary of Koch Industries since 2004, INVISTA is committed to innovation and responsibly creating more value for its customers and society while consuming fewer resources to make these products. See the bigger picture at [INVISTA.com](http://INVISTA.com).