



A collection to take care of denim, people and the environment: amae, the new haikure x ISKO responsible project.

Clean, minimal and responsible, the collection perfectly embodies the combination of high-end looks with a sustainable vision, delivering effortless and stylish garments available in store from January 2020.

February 2020 – It claims to be love at first touch, and rightly so, as it celebrates women's natural shape enhancing it with **haikure's** delicate designs and **ISKO™** premium denim. **amae** – the Italian brand's latest collection and the latest chapter in the longstanding partnership between haikure and ISKO – is inspired by the idea of "taking care".

Aiming at promoting the value of Responsible Innovation™, the collection delivers high-end contemporary looks resulting from the shared commitment to provide remarkable innovation while fostering a mindful approach in the fashion and denim industries.

ISKO, pioneer of responsibility and the first denim mill in the world awarded both the prestigious EU Ecolabel and Nordic Swan Ecolabel, supported the project providing amae with responsible ingredients to shape its neat looks. Clean and minimal, the garments feature **ISKO Pj Soft™** which, like a gentle embrace, grants the skin a silky **touch** and a **soft feel**. Responsibly produced according to ISKO's holistic vision based on creativity, competence and citizenship, this light and soft fabric molds and moves with the wearer, providing an **all-round flattering silhouette** and **comfortable fit** that never feel restrictive.

As part of ISKO's 25,000+ products, this textile concept also has a certified **Environmental Product Declaration (EPD®s)** for its **Life Cycle Assessment (LCAs)**, ensuring a full transparency about its environmental impact by providing the water usage and carbon footprint of 1 square meter of fabric. As signatory member of ZDHC Foundation, ISKO also avoids harmful substances and hazardous chemicals in its entire production chain, resulting in safer denim that are good for both people and the planet.

Presenting three different washes – regular and stone wash, as well as dyed –, this fashionable and responsible collection will be available in Italy, Spain and Germany starting from January 2020.

About ISKO™

ISKO™, the leading ingredient brand on a global level, is the first denim producer in the world to be recognized with the Nordic Swan and EU Ecolabel certifications. The company has a production capacity of 300 million meters of fabric per year with 2,000 high-tech automated looms. ISKO has a global presence with offices in 35 countries, and is part of SANKO TEKSTIL, the textiles division of the SANKO Group. The SANKO Group is one of the largest conglomerates in the world, active in a wide range of sectors from construction and energy, to packaging, financial services, health care and education. It is also a major investor in renewable energy, including hydroelectric and wind power plants.

ISKO is a trademark of SANKO TEKSTIL.





To find out more visit iskodenim.com.

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