

Reloved, the latest result of ISKO's partnership with haikure, hits Milan Fashion Week with its responsible story.

Featuring the innovative ISKO's R-TWO™ program, the collection has a new take on sustainability: it relies on fabrics made of reused and recycled materials as well as an advanced design research for the development of a new, conscious style.

*Milan, February 22nd – Sustainability through the use of highly responsible materials and the experimentation of fits: this is **Reloved**, the new collection **developed by haikure in partnership with leading denim ingredient brand ISKO**. Presented with an exclusive preview during Milan Fashion Week, it is an act of love for the planet, the environment and the people.*

The project perfectly embodies all the values that made the longstanding partnership between the two brands possible – a **responsible approach to innovation** and the development of **cutting-edge concepts**.

Taking into account both materials and design, Reloved features the pioneering ISKO's R-TWO™ program, which relies on a blend of **reused cotton** and **recycled polyester**.

During the processing of raw cotton into yarn, for every 100 kilos of cotton approximately 10% is lost. ISKO collects it and prevents it from becoming waste, adding it back into the spinning process obtaining **cotton that is fully traced, documented and audited**. This verification process has been invented by ISKO in partnership with its **yarn supplier Sanko**, offering full clarity into the traceability of reused cotton from field to fabric. It is also certified with the **Content Claim Standard** – or CCS – of the Textile Exchange.

Recycled polyester comes from clear plastic bottles or, alternatively, it can come from **other certified waste**: in either case the source material is collected, sorted, stripped of labels and caps, and cleaned to be ground into plastic pellets. These can then be re-spun into new fiber filaments.

Depending on the content percentages, for the recycled polyester ISKO can provide either the **Recycled Claim Standard** (RCS) or **Global Recycled Standard** (GRS) certifications, both of which track the recycled raw material through the supply chain from input to final product to verify its integrity.



Designed to tackle over-sourcing, the platform improves the environmental performance impact of yarn-to-fabric production. As ISKO's latest responsible evolution, ISKO's latest responsible evolution has resulted also in the perfect solution to enhance the responsible character of the Reloved collection.

The collection's fresh and innovative take on style combines **unisex concepts** and **oversized fits**, is available in one shade of color featuring a variety of prints and is crafted with the planet and its inhabitants in mind. To provide full clarity and traceability from field to shelf, materials and processes are kept under the control of Made By, an independent agency that controls the social and environmental conditions of all elements of the production process.

"haikure and ISKO have always shared the same values and approach to innovation," explained **Elena Faleschini, ISKO Global Field Marketing Manager**. "When we have the opportunity to work together, we know that the result is going to be astounding. Reloved is a testament to how fashion can be both innovative and responsible, without compromising on style."

A preview of Reloved was presented on **February 22nd**, during a special happening that took place at **Clan Upstairs (Vicolo Fiori 2, Milan)**, gathering friends, partners and denim lovers.

About ISKO™

ISKO is part of SANKO TEKSTIL, the textile division of the SANKO Group. As the premium denim ingredient brand behind people's most favorite jeans, it has a strong global presence in 35 countries with 60 international locations.

By virtue of its Responsible Innovation™ approach, founded on creativity, competence and citizenship, ISKO works to make the world a better place bringing awareness to environmental as well as social aspects. As a result of its R-TWO™ program made with certified reused cotton and certified recycled polyester, the company's denim offer is fully responsible.

Committed to an approach of continuous improvement, ISKO relies on external stakeholder engagement, striving for third-party certifications and partnerships. This has led to many achievements, including: Nordic Swan Ecolabel, EU Ecolabel, STeP by OEKO-TEX® certifications and Textile Exchange, ZDHC, SAC, and Sedex memberships.

The ISKO world is a full-power denim force from the ground up, it includes R&D, Creative Room, Iskoteca, ISKO Creative Room Services, Visionary Minds – all working to create a complete network of excellence, creativity and innovation.

The company's advanced expertise on woven technologies has extended to the world of sportswear and performance. This has led to the development of two top ISKO™ innovations – Arquas™ and ISKO Vital™ – which have changed the game by introducing the benefits of woven fabrics, i.e. durability and recovery



power, into the activewear segment. As a result, they have become the go-to solutions to a wide spectrum of needs, from high-performance to lifestyle brands that cater also for sportswear.

ISKO is a trademark of SANKO TEKSTIL.
To find out more visit iskodenim.com.

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