INVISTA’s CORDURA® brand and Cone Denim, a global leader in denim authenticity and innovation, are collaborating on a first of its kind, vintage-inspired selvage denim for the 50th anniversary of the CORDURA® brand. The new CORDURA® Selvage Denim is produced in Cone Denim’s legendary White Oak facility, drawing inspiration from its over 110 year history in textile production combined with 50 durable years of CORDURA® brand heritage.

White Oak is the oldest operating denim mill in the United States, and the only mill producing narrow selvage denim on fly shuttle looms that date back to the 1940s. The collaboration celebrates the CORDURA® brand’s 50th anniversary theme of “heritage meets innovation,” as it reimagines the past to reinvent the future.

“As we celebrate a 50-year milestone, we’re also constantly looking forward to what the future will bring in terms of durable innovation,” said Cindy McNaull, global CORDURA® brand and marketing director. “Both the CORDURA® brand and Cone Denim have a rich history involving textile production and denim fabrics, and combining our extensive experience to create the first-ever selvage denim incorporating CORDURA® Denim technology is a great way to honor our mutual heritage and usher in new performance denims of the future.”

Produced on American Draper X3 Shuttle looms, this signature made-in-the-USA fabric is created through a collaborative development process between Cone Denim’s ‘Cone® 3D’(Denim, Design, and Development) R&D team and the CORDURA® brand. By focusing these key elements within a scientific, yet creative environment, Cone Denim and the CORDURA® brand were able to take joint product innovation to the next level with both this initial signature launch and future developments in the pipeline.

“Innovation is in our DNA, but heritage is also a key inspiration in our fabrics – so working with a brand like CORDURA® that shares the same values is a great fit for us,” said Kara Nicholas, vice president of product design + marketing at Cone Denim. “Incorporating high performance CORDURA® fiber in such an iconic classic design was key in bringing a new generation of selvage denim to life.”

Debuted at the Winter Outdoor Retailer Show, January 10-12, 2017, CORDURA® Selvage Denim is the first of many projects to come from this legacy-in-the-making collaboration with Cone’s global network of mills in the US, China, and Mexico.

About Cone Denim

Cone Denim has been a leading supplier of denim fabrics to top apparel brands since 1891. Formed out of the entrepreneurial spirit of brothers Moses and Cesar Cone and grounded in American heritage, Cone Denim has been synonymous with authenticity and innovation for over a century. Today, that same spirit, expertise and advanced capability continue to service and inspire the global market. Cone Denim operates as part of International Textile Group, Inc. (ITG) with manufacturing facilities in the U.S., China, and Mexico, including the flagship White Oak® mill with its unique blend of modern equipment and technology alongside vintage looms from mid-century denim making.

About CORDURA® brand

INVISTA’s CORDURA® brand essence celebrates individual durability: As Long As The World Is Full Of Durable People, We’ll Keep Making Durable Fabrics™. Known for its resistance to abrasions, tears and scuffs, CORDURA® fabric is a primary ingredient in many of the world’s leading high-performance gear and apparel products ranging from luggage, upholstery and backpacks to footwear, military equipment, tactical wear, workwear and performance apparel. 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 in 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, and follow us on Facebook, Twitter, Instagram, LinkedIn, and YouTube.

About INVISTA

With leading brands including LYCRA®, COOLMAX®, CORDURA®, STAINMASTER® and ANTRON®, INVISTA is one of the world’s largest integrated producers of chemical intermediates, polymers and fibers. The company’s advantaged technologies for nylon, spandex and polyester are used to produce clothing, carpet, car parts and countless other everyday products. Headquartered in the United States, INVISTA operates in more than 20 countries and has about 10,000 employees. For more information, visit INVISTA.com, or their Facebook and Twitter pages.