



What does Spring/Summer 2021 look like for denim? **Meher Castelino** turns to the Arvind Denim Lab for answers.

Denim is moving into new versions for Spring/Summer 2021, which will make this fabric once again one of the most sought after during the coming season. The three mood boards showcasing new trends will create a great addition in the wardrobes of the fashion forward connoisseurs.

MOOD BOARDS
The 3 Mood Boards – Sensation, Reflection and #LIT reveal the 3 versions of denim.

- **Sensation** is all about hand feel, shaping, refined looks, multiple blends and premium stretches.
- **Reflection** is the modern

QUANTUM

INDIGO

ARV
STRETCH DENIM

ZERO

WATER FABRIC FINISH



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vintage look that offers comfort, stretches, voluminous effects as well as underlying sustainability.

- **#LIT** is all about playful accents, that has youthful expression, splatter, mix and match, blocking and cropped ankle styles.

PICK OF THE SEASON

The high points of the Spring/Summer 2021 collection revolve around — Design, Innovation and Sustainability —

the last two much in focus today.

Design – Three fashion offerings in this group to start with:

- **Blue Natives:** a great classic denim, ideal for shirts or fashion wear, that is a deep dyed, luxurious, light weight and has a versatile profile.
- **Stay Black:** brings black to centre stage; black in varying tones with great hand-feel and ideal for multiple home washes.

- **Indiejean:** is the interpretation of handmade khadi that provides a hand spun, hand dyed and handwoven feel with soft drape and a twill design.

Innovation – This is all about Quantum, a path-breaking dyeing technology.

- **Boomerang Zero Growth:** offers premium stretch denim created for performance and comfort.
- **Infiknity** is when jeanswear



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meets knitwear technology with a futuristic look.

Sustainability – Here it is the favourite linen denim for summer, which is also sustainable with blends for comfort.

- **Hemp Exotica** is the Gen Next natural fibre for high fashion denim. This fibre is durable, anti microbial, UV and abrasion resistant, has natural insulation and colour retention. It is also available in kapok, wool, linen, EcoVero and Tencel.
- The **Renaissance** offering is a great post-consumer waste product.

FABRIC TRENDS

Each season offers new looks for the ever-popular denim. Still high on the fashion charts is 'Azurite', which is saturated indigo, a patented technology in India with indigo-dyed weft and warp yarns that create saturated blue fabrics. Also, still very popular is the Boomerang trio – 'Boomerang', 'Boomerang 360' and 'Boomerang Bounce'.

Boomerang is the company's flagship line of premium denims with shape retention, elasticity, body shaping and amazing hand-feel.

The **Boomerang 360** has high dimensional stability with all four-direction stretch for great comfort and performance.

Boomerang Bounce is classic, flex denim with vertical stretch comfort and flexing that does not gape at the waist.

In addition, the Blue Spectrum range offers a colour story for customised fast fashion with an array of casts on denim.

Stay is the denim that has an embedded feature of slow wash down making it stay longer.

DENIM TRENDS

ZERO WATER FINISH

When it comes to indigo, water is an integral part of the process. But the Zero Water Finish is the latest innovation that is environmentally conscious and removes the use of water in the fabric processing and finishing, which in turn leads up to 5 litres of water saving per metre of fabric production. So it is a waterless finish, which has a bright blue base with no back staining.

QUANTUM INDIGO

This is another water saving process wherein approximately 95 per cent blue water is saved and reduces approximately

77 per cent steam consumption. In addition, 33 per cent less energy is consumed and there is approximately 34 per cent less fresh water aquatic ecotoxicity, which cuts approximately 26 per cent marine aquatic ecotoxicity. In this process there is no wastewater discharge. There is also approximately 30 per cent decrease in global warming and a significant reduction in chemicals.

RENAISSANCE

Here it is 'fashioning a revival' of the environment. Since fashion and nature go together it is imperative that the concept of sustainable denim is followed by reducing the environmental impact, through the use of post consumer wastes. This means used garments are opened back into fibres, then spun with additional fibres and created into yarn that is woven into fashionable but sustainable fabric. The Renaissance fabric has a Global Recycle Standard (GRS) certificate to ensure that the jeans are truly sustainable. This process can create all types of denims in coarse counts and also ensures huge environmental saving in production of

virgin cotton, since cotton is very high in resource consumption.

INFIKNITY A 2.0 – THE BLUE EQUILIBRIUM

This is considered a major innovation in indigo apparel, which offers three different options. These are differentiated products through different knitting techniques, which have stability, proprietary washes, as well as end-to-end sustainability. The three segments are:

- **Sports and Performance** – In this segment of Infiknity the shapes fit like a glove, with lots of stretch, bend, wash wear and workout. It offers functional hybrid solutions for performance and durability.
- **Formal Fluidity** – Here it is fluid silk that has great dimensional stretch with new luxury indigo.
- **Utility Call** – This means comfort where there is a fashionable integration of a new level of mobility as well as performance that is combined with rugged work wear look.

DENIM EXPRESS

This season less fashion that is never out of stock, is a handpicked collection of versatile denim for all age groups with a wide range of wash downs.

MUTANTS 365

After the very successful Mutants and Mutants 2.0, it is the new Mutants 365, which is a knit-like denim. It has superior fibres with advance structures that have a feather hand feel, superior shades, super comfort and an evolved fibre.

The Denim Stylish Options For Spring/Summer 2021

Denim and indigo are always combined for stylish fashion options that create a grand collection of men's and women's wear which moves from the popular denim jeans, jackets and shirts stories to more exciting athleisure offerings. There is a sporty high performance thrust with knits in the Infiknity segment for the sports and performance group, where leggings and sporty tops are ideal for high-energy sports activities.**FF**



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