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**CORDURA® Brand Teams Up with
ESMOD Students to Reimagine Work Clothing**

Performance fabrics inspire students to conceptualize workwear that meets at the intersection of fashion and function.

Wichita, KS—March XX, 2016—INVISTA’s [CORDURA® brand fabric](#), known for durability, comfort and performance, has joined forces with students at [ESMOD Paris](#) to bring a new perspective to workwear: How to integrate the rules of fashion into protective work clothing.

Using inspiration from a range of CORDURA® fabrics, ESMOD students will develop a complete style portfolio consisting of several casual designs for both men and women. Designers will begin with traditional work clothing concepts and integrate modern world fashion styling concepts. The goal is to create versatile pieces showcasing style crossover between fashion, sport and work clothing. Selected student designs will be produced using appropriate CORDURA® brand fabrics.

Students will explore a family of CORDURA® fabric technologies, renowned for resistance to abrasion, tears and scuffs: [CORDURA® Naturalle™ fabric](#) with the look and feel of cotton; [CORDURA® HP Hi-Vis fabric](#) for high visibility solutions; [CORDURA® NYCO fabric](#) combining cotton with nylon 6,6 for clothing that is ultra-comfortable and durable; [CORDURA® Denim fabric](#), offering abrasion resistant performance with a traditional denim style; and [CORDURA® Combat Wool™ fabric](#) combining the warmth and comfort of wool with durability of nylon. Additionally, students will learn techniques such as printing, dyeing and embroidery to integrate into their finished concepts.

Final designs will be presented on April 6, 2016 at ESMOD Paris. Representatives from the CORDURA® brand team will have the opportunity to select garments to feature in special CORDURA® brand young designer displays at international trade exhibitions including Expoprotection in France (November 2016) and Outdoor Retailer in the United States (August 2016). Young designers will also be able to choose technical textiles from the range of CORDURA® fabrics to support future design activities.

“Innovation is an integral component of our brand ethos. This collaboration is an opportunity for the CORDURA® brand team to share its know-how of performance fabrics, and raise awareness about technical textiles among young designers,” said Cindy McNaull, global CORDURA® brand and marketing director. “The CORDURA® brand strives to empower designers to create the

desirable and wearable solutions of today, and tomorrow." Through opportunities like this, young designers at ESMOD Paris can learn how to work creatively within the technical constraints of certain clothing industry sectors.

Christine Walter-Bonini, managing director of ESMOD, is enthusiastic about this collaborative project: "We are delighted to facilitate this meeting between the young people who are designing tomorrow's fashions and the CORDURA® brand, because this creates a new link between innovation and tradition, the key theme for ESMOD since 1841."

For more information about the collaboration, visit http://www.cordura.com/en/sponsorships/esmod_paris.html

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, used with an ®, and 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.

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 our [Facebook](#) and [Twitter](#) pages.

About ESMOD Paris Fashion Design School

Founded in 1841 in Paris, the fashion capital of the world, ESMOD is a school that has established its presence throughout the ages in the world of fashion. Carefully following and anticipating the evolutions of the time to provide a complete training at undergraduate and graduate level, ESMOD covers all areas of fashion including fashion design and fashion business. Five words that capture the essence of ESMOD are: creation, creativity, technicality, innovation and skill.

ESMOD is a network of 21 schools in 15 different countries which provides a foundation of training adapted to the culture and market of each country where

they operate. This close-knit, enriching network allows both current students and alumni to stay connected.

With a strong network of important contacts, ESMOD can easily support its students in their career success. ESMOD's alumni includes: Olivier Roustaing (France), Juun J. (Korea), Damir Doma (Germany), Dice Kayek (Turkey), Alexandre Vauthier (France), Suzie Menkes (USA), Jérôme Dreyfus (France) ... official website: www.esmod.com

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