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THEME 2017
ISKO I-SKOOL™

GENDERFUL

i
SKOOL

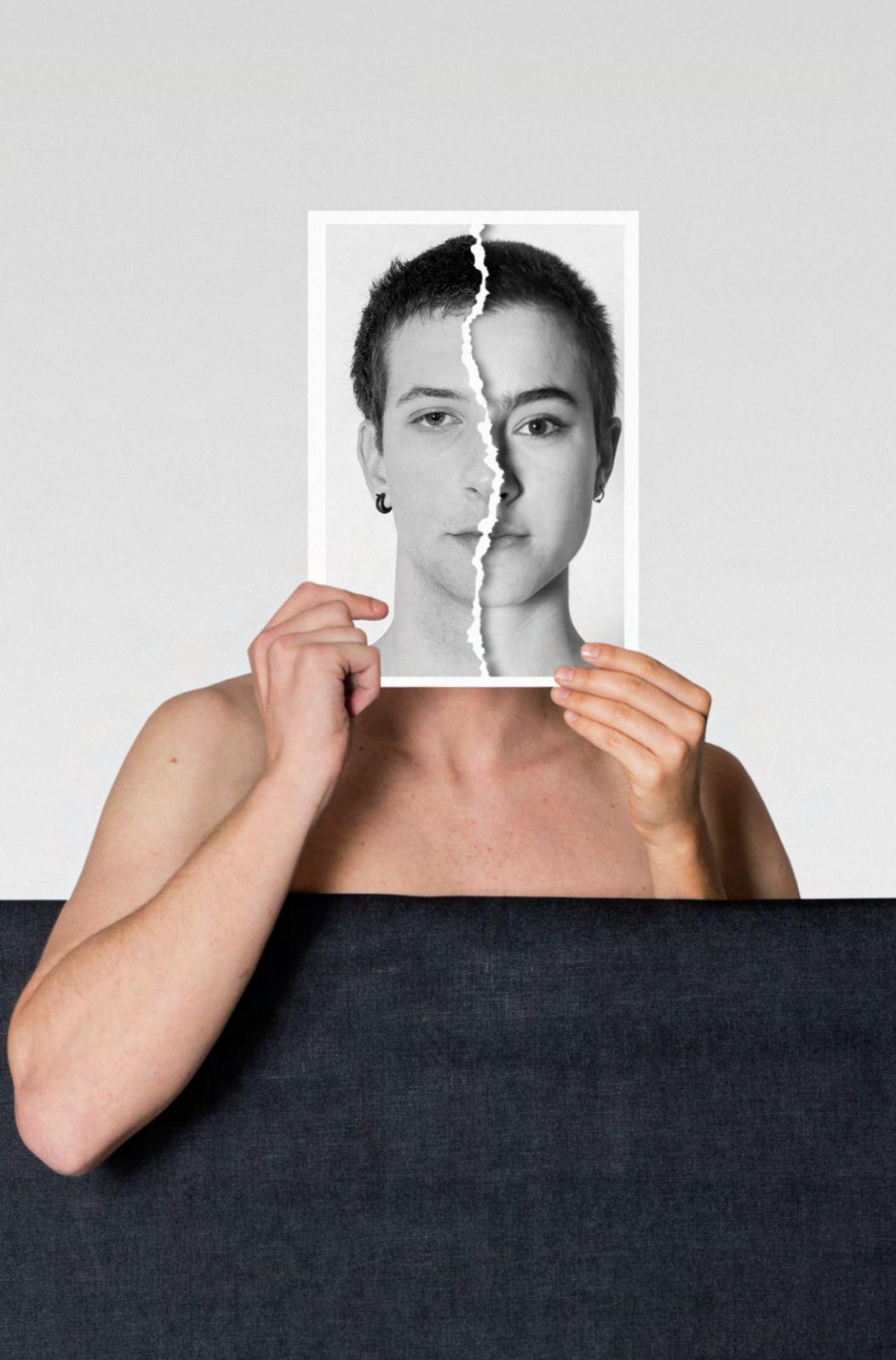
DENIM
AWARDS
2016/2017

EDUCATION,
INNOVATION.

ISKO I-SKOOL™
IS A PROJECT OF



CREATIVE ROOM



GENDERFUL



THEME 2017 ISKO I-SKOOL™

Normative gender categories are being dismantled around the world. The old gender binaries no longer have the social weight they once did. Progressive media outlets and college campuses are promoting ever new and evolving forms of identity. This erosion of the old stereotypes is coming to be known as **genderful** – a celebration of the new and inclusive ways to conceive of the multiplicity of modes of self expression.



CREATIVE DIRECTION / 1

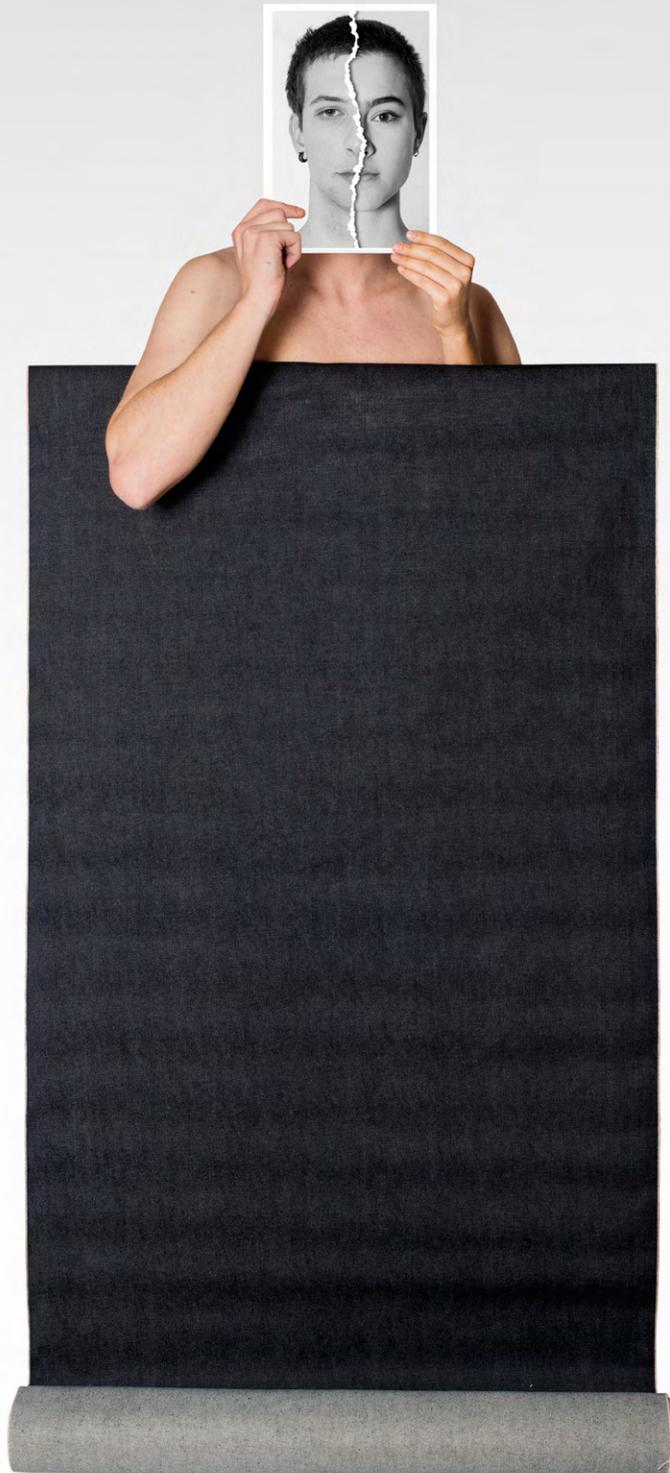


FROM UNISEX TO MULTISEX

The term unisex refers to the collapsing of traditionally binary gender characteristics into a single (uni-) category. Rather than dividing behavior, style, activities, etc. into male and female, unisex envisions blending these distinctions into a unified, undifferentiated sex. In fashion, this has manifested as garment designs meant to appeal to both men and women, which can be worn in a variety of ways. Our challenge to you is to think a new category for fashion which entails a more fluid and multitudinous set of identities: multisex.

Requirements:

TRANSFORMABLE / SUSTAINABLE / SUPERNORMAL / EXTRA-ORDINARY



CREATIVE DIRECTION / 2



IDENTITY BEYOND GENDER

Identity is more than gender, but the fluidity of gender categories has opened up new ways of conceiving of identity. Revelations about the social construction of gender identity have led us to rethink other identity categories. In the new globalized society we are able to transcend the boundaries of race, nationality, class, age and more. The flexibility of these cultural and biological boundaries allows us to imagine entirely new and novel identities for ourselves. Here we want you to imagine new ways to leverage the cross-pollination of identities and interpret them in design.

Requirements:

HYBRID / GLAMOROUS / PLAYFUL / PROVOCATIVE



FROM UNISEX TO MULTISEX

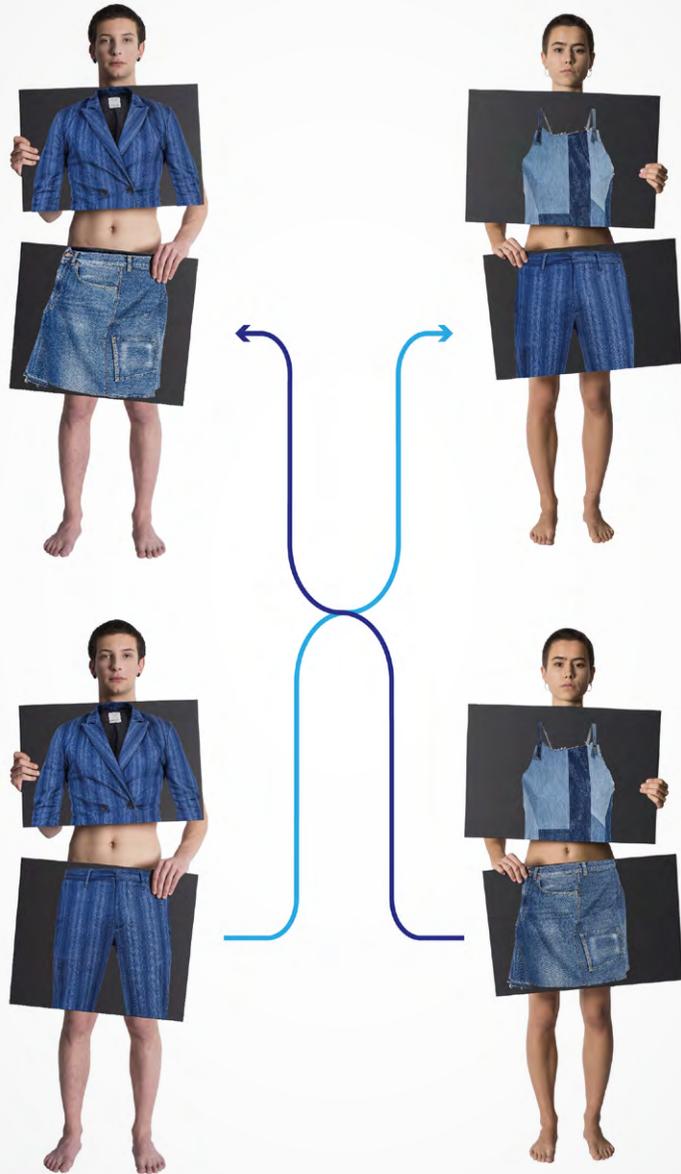


Requirements:

TRANSFORMABLE
SUSTAINABLE
SUPERNORMAL
EXTRA-ORDINARY



IDENTITY BEYOND GENDER



Requirements:

HYBRID
GLAMOROUS
PLAYFUL
PROVOCATIVE



FROM UNISEX TO MULTISEX

ISKO EARTH FIT® Sustainable Fabrics

/ 56656* / 56646* / 56518
/ 56411* / 56625* / 56539

Let's make fashion fit the planet.

ISKO EARTH FIT®'s innovative solutions are the perfect answer to the growing demand for sustainability, because its products and production methods fit the environment as well as they fit you.

- + optimized production
- + advanced technologies
- + exclusive patents and certifications
- minimized water consumption
- reduced pollution
- less waste of natural resources

Dress smart, live eco. Embrace the style where technology meets sustainability, making our planet fit for a better future. Ethics in fashion is more and more stylish and ISKO,

the worldwide denim master, is an essential actor in this conscientious trend. ISKO EARTH FIT®, its revolutionary 360-degree, responsible innovation platform, was created precisely to actively promote this crucial contemporary revolution born out of respect for the environment. Now, this commitment has also received the prestigious recognition of Nordic Swan Ecolabel, who has certified six articles of the ISKO EARTH FIT™ platform (ISKO EARTH FIT SWAN®).

ISKO COTTONIZED™ Sustainable Fabrics

/ 980240 / 980241

Cotton has always been the principal fiber in denim fabric, but ISKO has continued to push the boundaries of denim construction, researching new and novel fibers for our fabric. ISKO COTTONIZED™ employs LYOCCELL,

Rayon, and MODAL® to produce cotton-less denim fabric with an appearance, drape, and wash-down unlike any other denim. These fabrics, constructed of regenerated cellulose, have a lower environmental impact compared to traditional cotton fabrics.

WORK BLUES™ / 61367 / 47908

Inspired by French and American work wear of the previous century, WORK BLUES™ combines work wear aesthetics with incredibly comfortable and lightweight material.



FROM UNISEX TO MULTISEX

ISKO POP® / 61355

The original inspiration for ISKO POP® was the softness, drape, and hand of vintage second-hand garments.

We've long anticipated a market shift toward softer fabrics and both our stretch and rigid fabrics have an exceptionally soft, worn-in feel. The unique patented technology of ISKO POP® gives extra richness to the yarns and enhances indigo dyeing to produce a unique lustre.

ISKO XMEN'S® / 980396

More and more men are embracing stretch technology because of its fit and functionality. Our stretch fabrics retain the look of vintage denim but with flexibility and form retention which makes them perfect for... everything! Our proprietary stretch technology allows our fabrics to reproduce the texture and dye

retention of non stretch denim. For looks that need a little more stretch, ISKO XMEN'S® provides increased flexibility with excellent shape retention and softness.

ISKO PJ SOFT® / 47944

ISKO PJ SOFT® fabrics mix MODAL® and other fibers with cotton and LYCRA®, and we continue to push boundaries with these soft, luxurious fabrics.

By producing more masculine looks we have anticipated a demand for softer, more drapery denim in the men's market.

ISKO® SELVEDGE / 31287

ISKO® SELVEDGE is now putting a modern twist on selvedge and adding stretchability to this fabric as well as comfort.

The increase of awareness and demand in the market for this traditional style product has

opened an opportunity for ISKO® SELVEDGE to compete as the first selvedge in the world to have ISKO RECALL® technology.

ISKO FUTURE FACE® / 980224

These fabrics represent a collision of worlds that is producing the future possibilities of denim in the present.

The patented weaving technology of ISKO FUTURE FACE® moves like a knit.

The back side has loft, texture, and supreme softness.

ISKO BLUEJYM® / 980227

ISKO BLUEJYM® fabrics are woven technologies featuring a flat back with a jersey-like ribbed face.



IDENTITY BEYOND GENDER

ISKO POP® / 61356 / 47936

The original inspiration for ISKO POP® was the softness, drape, and hand of vintage second-hand garments.

We've long anticipated a market shift toward softer fabrics and both our stretch and rigid fabrics have an exceptionally soft, worn-in feel. The unique patented technology of ISKO POP® gives extra richness to the yarns and enhances indigo dyeing to produce a unique lustre.

ISKO KNIFE EDGE TWILL™ / 61359

ISKO KNIFE EDGE TWILL™ is inspired by second hand wash out and by raw Japanese denim from the 80s. It produces great contrast effects with deep denim valleys and clear white contrast on the twill line with unique indigo pooling in the twill valleys.

BACK TO BLACK™ / 47948

For deep, supersaturated monochromatic tones, BACK TO BLACK™ gives you a range of fabric and black dye variations centering on black chip and vintage looks.

This concept contains a variety of stretch levels and a number of different casts so you can construct your perfect black jeans.

ISKO XMEN'S® / 980396

More and more men are embracing stretch technology because of its fit and functionality. Our stretch fabrics retain the look of vintage denim but with flexibility and form retention which makes them perfect for... everything! Our proprietary stretch technology allows our fabrics to reproduce the texture and dye retention of non stretch denim. For looks that need a little more stretch, ISKO XMEN'S®

provides increased flexibility with excellent shape retention and softness.

ISKO® SELVEDGE / 31285

ISKO® SELVEDGE is now putting a modern twist on selvedge and adding stretchability to this fabric as well as comfort. The increase of awareness and demand in the market for this traditional style product has opened an opportunity for ISKO® SELVEDGE to compete as the first selvedge in the world to have ISKO RECALL® technology.

ISKO BLUE SKIN® NUDESKIN / 47920

ISKO BLUE SKIN® NUDESKIN has the lightest weights available with easy stretch performance, high elasticity with 360 degree movement in JEGGINGS® construction. These constructions would be perfect for active wear brands.



IDENTITY BEYOND GENDER

ISKO BLUE SKIN®

/ 47893

ISKO BLUE SKIN® has 360 degree freedom of movement, with 2.5 times more holding power in the warp than the weft to produce gravity defying lift and hold. ISKO BLUE SKIN® is the ideal fabric for the continuing trend of garments that crossover between sports and leisure wear.

This concept is the new generation of elasticity. Its performance and 3D shaping feature give the wearer comfort all day long while looking amazing.

ISKO REFORM® HP

/ 47956

ISKO REFORM® HP was developed to bring the ideal solution for garments that flatter and lengthen the silhouette.

The combination of ease and elegance magically makes the wearer appear one size slimmer and the jeans fit the body perfectly.

ISKO REFORM® XP

/ 47907

ISKO REFORM® XP followed as the ground breaking evolution and extension of the ISKO REFORM® family, offering option for super-soft, high performance fabric, maintaining the look of true, authentic denim.

ISKO® JEGGINGS®

/ 980398

ISKO® changed the game when we introduced JEGGINGS® and since then we have continued to innovate and expand our hyper-stretch fabrics.

JEGGINGS® forever altered the denim landscape and the name has become synonymous with an entirely new category of clothing: skinny jeans that are as soft as leggings.

This garment has become a woman's best friend, hugging her silhouette from day to night without losing shape.

WORK BLUES™

/ 47988* / 61360

/ 47910* / 47911

Inspired by French and American work wear of the previous century, WORK BLUES™ combines work wear aesthetics with incredibly comfortable and lightweight material.

ISKO PJ SOFT®

/ 980233

ISKO PJ SOFT® fabrics mix MODAL® and other fibers with cotton and LYCRA®, and we continue to push boundaries with these soft, luxurious fabrics. By producing more masculine looks we have anticipated a demand for softer, more drapery denim in the men's market.

ISKO® LUXURE DENIM

/ 870387*

ISKO® LUXURE DENIM includes a lurex weft yarn that produces a bright and silky reflection for a luxurious look and feel that is sure to stand out.

IDENTITY
BEYOND
GENDER**ISKO SCRATCH & JEAN®**
/ 61363

For a different take on deconstructed denim, ISKO SCRATCH & JEAN® produces unique wear patterns. By scratching and rubbing the fabric surface any wearer can produce customized wear patterns instantly.

ISKO BLUEJYM®
/ 980225

ISKO BLUEJYM® fabrics are woven technologies featuring a flat back with a jersey-like ribbed face.

ISKO FUTURE FACE®
/ 47941

These fabrics represent a collision of worlds that is producing the future possibilities of denim in the present. The patented weaving technology of ISKO FUTURE FACE® moves like a knit. The back side has loft, texture, and supreme softness.