



*Almeida Siddique*  
US GROUP

# DENIM DISCOVERY

INVENT AUTHENTIC



US GROUP



*Almer-Siddique*  
US GROUP

# TECH MAGIC FOR CHARACTER DENIMS

The US Group is re-inventing historic jeans styles with new fibers, treatments and methods.

Fabrics in US Group's presentation at Munich Fabric Start harness tomorrow's textile advances to revitalize the great style visions of the past by adding fashion, comfort, performance and sustainability advantages to authentic denim looks.

US GROUP

# AUTH



# HE *N* TICITY



# AUTHENTICITY ENHANCED & ENABLED

Essential jeans  
fashions with drape,  
shape and flex.

SelvEdge<sup>X</sup>



Controlled-shrinkage bi-stretch with  
great shape and recovery, from our  
room of antique looms.

ComfortSharp

Slight cross-bias freedom. 3/1  
construction. Low-crease. Attractive  
body and drape. Monday smart.  
Friday-night comfortable.

Definitive denim  
designs to answer  
authenticity

oRigid

Archetypal vintage refined with an  
evident twill line, orange-peel texture  
and salt-n-pepper deep indigos.

HeritEdge<sup>+</sup>

True selvedge from our legacy  
looms with your choices of natural  
yarns and high-tech fiber blends.

# AUTHENTICITY EXPANDED & ELEVATED

Classic jeans  
possibilities for today's  
fit and comfort.

## StretchTrip

Dual-core stretch with endless colors, yarns and slub patterns like rainy, ring and more for your alt-classic authentic ease.

## DreamStretch

A sharp '70s look for any flex option. Stretch denims with orange-peel texture and salt-n-pepper deep indigos.



## FlexTremes

All the performance you can demand for men's and women's intense comfort with solid true denim character.



Natural strengths  
to lead authentic  
fashion.

## SoftWear

Advanced treatments deliver great recovery and growth with superior soft touch from natural fiber blended yarns.

## GreenEgo

Enlarged options to drive sustainability. Save water, reduce chemicals, recycle and exploit more natural alternatives for cleaner denim productions.