



## ORTA SPRING/SUMMER 2021 DENIM + BIOMIMICRY = DENIMIMICRY BIOMIMICRY AND CIRCULAR THINKING FOR DENIM-POSITIVE FUTURES

ORTA is taking its sustainability mission to the next level with a new platform for thinking about circular fashion, nature-inspired technology, and materially smart design for a resilient future. For Spring/Summer 2021, ORTA introduces DENIMIMICRY, ORTA Blu's innovation vision to lead the industry with new circular design thinking that combines the resilient processes of nature with the cutting edge of biological design.

The ORTA Blu platform, ORTA's sustainability division established in 2010, extends ORTA's commitment to take further action to shift sustainable measures from preserving resources to a circular view that produces more abundance.

The DENIMIMICRY collection harnesses nature's creative and technological processes that recycle, upcycle, and repurpose everything so that nothing is wasted. We have a lot to learn from nature and its biological immortality, the company says, as nature has survived and will continue to survive with or without us humans.

This idea of mimicking the amazing design processes of nature is called "Biomimicry." It is a sustainable-design practice that will help us think alternatively in our search for more ecologically positive solutions.

We are at an interesting time in the industrial race for the lead in sustainable fashion and circular manufacturing as eco-consumers demand more waste-free, sustainable options, putting more responsibility on retailers, brands, and manufacturers. According to the Millennial Impact Report, 87 percent of Millennials would be more loyal to a company that helps them contribute to social and environmental issues.

The fashion industry waste facts are staggering: It is estimated that only 1 percent of our clothing is ultimately recycled into new garments. The Council for Textile Recycling projects that the U.S. alone will generate 35.4 billion pounds of post-consumer textile waste. And the water required for manufacturing clothing is set to outstrip supply by 40 percent come 2030.

*"At ORTA, we are strengthening our commitment to create a circular, waste-free handprint that uses fewer resources. To generate new ways to turn waste into net-positive, the ORTA lab is working on creating the most advanced processes to yield superior-quality fibers and to re-collect and re-life materials to reduce resource use. We are developing a more robust denim ecosystem that draws on nature's design thinking with new technology, biological engineering, and creativity to produce new, infinite possibilities. We believe that scarcity should be replaced with abundance that biology will create."*

— Dr. Sedef Uncu Aki  
Head of Denim Sales & Marketing  
PD, R&D, Planning and Operations

For Spring/Summer 2021, ORTA introduces a unique collection made from eco-wise hemp. The DENIMIMICRY collection also expands on its eco-functional fabrics with new technologies that fight the everyday weather forces of heat and rain. DENIM A/C is a cooling smart fabric to combat high heat and helps to maintain a comfortable temperature between you and your denim. DENIM A/C cooling technology adds a new level of performance to the collection and also includes the Stay Black color-intense feature.

Super protection from water is another focus this season. Water has met its match in ORTA's new HYROTECH+, a breakthrough technology in durable water repellent fabrics. Delivering super-functional water repellency, HYROTECH+ is an innovative PFC-free shield that repels every level of water you encounter. The ultimate in performance, HYROTECH+ debuts for Spring/Summer 2021 in ORTA's iconic TRUTECH+ technology, which intuitively

conforms to a body's true fit.

This season, ORTA launches the next level of performance in denim with its new eco-brand of denim called the IMMORTALISTS. Like the Silicon Valley titans and venture capitalists\* who are investing heavily in the race to extend the human lifespan, ORTA is investing in the next generation sustainability platform that will drive more technological wonders in reaching our goal for endless use and reuse of everything involved in making our denim.

The IMMORTALIST rings true with eco-modern consumers who are finding a second life for the things they purchase and use in an effort to reduce waste. This idea of a second life for denim is just the start as we envision striving for an eternal life for denim, from original fiber to upcycled post-consumer.

Progress only happens with a vested interest. This season marks the next generation of ORTA's sustainability platform ORTA Blu, with a purposeful handprint that uses fewer resources while contributing to more good and greater abundance. Captivated by nature and science, ORTA's DENIMIMICRY Collection marries biological, technological, and design thinking for next-generation sustainable denim manufacturing to create the perfect yield of infinite possibilities toward a denim net-positive future.

ORTA BLU functions as the sustainability platform aiming to create a future where denim is designed, produced, consumed, and disposed of in radically different ways.

\*The Immortalists is also a term used in longevity and health-tech circles for the titans outside of the industry who are making heavy investments in human sustainability research such as Jeff Bezos, Mark Zuckerberg, Elon Musk, and Peter Thiel. They are called Immortalists because of their pursuit to cheat death.

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