

Unifi Inc Logo

Cone Denim Introduces S GENE® Stretch Denim with REPREVE®

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GREENSBORO, N.C., Nov. 28, 2017 /PRNewswire/ -- Cone Denim and Unifi, Inc. (NYSE: UFI) are excited to introduce the latest in advanced stretch technology - S GENE® with REPREVE®. Combining the advanced stretch technology of S GENE with the superior sustainability and performance of REPREVE recycled polyester fiber, the newest S GENE denim offers the most advanced sustainable dual-core stretch denim on the market.



"It is very exciting to continue our celebration of 10 years of S GENE technology with the addition of S GENE with REPREVE," says Kara Nicholas, Vice President Product Design + Marketing for Cone Denim. "This newest addition to Cone's SUSTAINBLUE™ collection of fabrics maintains the authentic look and feel of traditional denim while offering advanced stretch, recovery and durability in an eco-friendly fabric that is increasingly more important to consumers today. S GENE with REPREVE offers the best of both worlds."

"We are proud that Cone Denim has chosen REPREVE, the global leader in branded recycled performance fibers, for its sustainable collection of S GENE denim," said Jay Hertwig, Vice President of Global Brand Sales for Unifi. "This collaboration brings together two global leaders in the textile industry aimed at driving innovation in the denim market."

S GENE with REPREVE denims utilize as many as three post-consumer plastic bottles in one pair of jeans. They are designed for today's denim lover offering the next level of sustainable superior stretch to the market and opening a wide range of opportunities to denim brands to offer and promote the advanced performance of both S GENE technologies and REPREVE recycled fibers. Cone Denim offers the SUSTAINBLUE collection of fabrics, an environmentally friendly collection comprised of denim constructions using recycled cotton, recycled polyester and other sustainable yarns.

Cone Denim's S GENE innovation was the first of its kind, originally introduced in denim fabrics in 2007. S GENE yarn with dual core technology is designed to provide superior stretch and recovery. To create these yarns, Cone starts with two core components – spandex and continuous filament which optimizes stretch and maximizes recovery. The dual-core yarn is wrapped in a spun covering to provide soft cotton hand and natural appearance with added stretch performance.

REPREVE is the global leader in branded recycled performance fibers, transforming more than 10 billion plastic bottles into recycled products for new clothing, shoes, home goods and other consumer products. REPVE is the earth-friendly solution to making consumers' favorite brands more environmentally responsible.

About Cone Denim

A leading denim innovator for more than 125 years, Cone Denim delivers unparalleled expertise and advanced denim capabilities that service and inspires the global market. From performance denims and superior S GENE® technology to vintage re-creations of CONE® Deeptone Denim reaching back to the early 1900s, Cone offers unique collections of PERFORMANCE, STRETCH, SELVAGE and NATURAL INDIGO denims crafted out of the Cone®3D R&D incubator. Cone Denim operates as part of International Textile Group, Inc. (ITG) with manufacturing capabilities in China, and Mexico and marketing and sales support throughout the work including offices the U.S. and Hong Kong. Learn more at www.conedenim.com, [instagram.com/conedenim](https://www.instagram.com/conedenim), and [facebook.com/conedenim](https://www.facebook.com/conedenim).

About Unifi:

Unifi, Inc. (NYSE:UFI) is a global textile solutions provider and one of the world's leading innovators in manufacturing synthetic and recycled performance fibers. The Company's proprietary technologies offer increased performance, comfort and style advantages, enabling customers to develop products that perform, look and feel better. Through REPVE®, one of Unifi's proprietary technologies and the global leader in branded recycled performance fibers, Unifi has transformed more than 10 billion plastic bottles into recycled fiber for new clothing, shoes, home goods and other consumer products. Unifi continually innovates to meet consumer needs in moisture management, thermal regulation, antimicrobial, UV protection, stretch, water repellency and enhanced softness with leading products such as Sorbtek®, XS™ Cross Section technology and Cotton-like™ technology. Unifi collaborates with many of the world's most influential brands in the sports apparel, fashion, home, automotive and other industries. For more information about Unifi, visit www.Unifi.com.

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