ISKO TAKES ITS LATEST STEP IN SUPPORT OF EMERGING BRITISH FASHION DESIGNERS THIS LONDON FASHION WEEK - PRIYA AHLUWALIA, CHET LO, AARON ESH AND MASHA POPOVA



Pioneer and denim innovators, **ISKO™** take their latest step in becoming the trailblazer for new material solutions in the fashion industry.

This London Fashion Week SS24 season, ISKO provided their latest innovation in material science to a new wave of top emerging British designers of the moment - Priya Ahluwalia, Masha Popova, Chet Lo and Aaron Esh.

Alongside supplying their latest denim fabrics, ISKO opened its doors to its London-based product development centre, Creative Room London, for finishing and washing of their final designs as well providing expertise and knowledge in denim design and construction.

PRIYA AHLUWALIA

For Ahluwalia's Spring Summer 24 collection, entitled *Acknowledgements*, Creative Director and founder Priya Ahluwalia's research led her on a journey of creative rediscovery.

ISKO's Ctrl+Z fabric, which is made entirely from recycled and regenerated fibres, was used to create the flower motif denim showcase within 3 looks across jeans and jackets. This development contains no virgin cotton and uses a minimum of 60% recycled materials and the remainder is regenerated cellulose fibres while still giving a look and feel identical to traditional denim and speaks to Ahluwalia's ongoing commitment to sustainable design and business practices.

CHET LO

This season, Chet Lo took an active stand in reclaiming the power lost during his youth, healing the childhood wounds inflicted by a society that sidelined differences instead of celebrating them.

ISKO's Ctrl+Z fabric and specialist lasering techniques from ISKO's Creative Room was used across three looks featuring signature Chet Lo erotic laser prints across denim bottoms.

AARON ESH
The SS24 season marked the brand's debut at London Fashion Week, a homecoming of sorts for Esh, who was born and raised in the heart of the British capital, studied at Central Saint Martins and became a finalist at the LVMH Prize earlier this year. The early impulses of Aaron Esh remain steadfast: clothes that combine establishment rigour with the rebellious spirit of youth culture, devotedly crafted for a generation who feels somewhere in-between.

Aaron created bootleg denim ripped jeans made entirely from ISKO Denim using R-TWO50 fabric, which comprises a minimum of 50% pre and post-consumer recycled content. The designer noted the addition of denim accompanied by leathers add a new level of depth to their latest collection.

MASHA POPOVA
Masha Popova's sophomore catwalk outing, MONSTER – was a "seasonless" offering that combines Autumn Winter 2023 and Spring Summer 2024 – is a thrilling, adrenaline-fuelled ride. Seated in – or spectating – a monster truck, to be precise.

Masha continued her obsession with denim manipulation, using various finishings including over-dyeing, flocking, patchwork, scratching and fraying in a variety of colours from vibrant green to silver across jeans, tops and jackets, all developed with the help of ISKO's Creative Room, London.

"For us this Spring/Summer 2024 season it's important to continue to build on our passion for supporting the next wave of young creative talent not only in the UK but globally on their journey to becoming more sustainably minded and we're proud to support Priya Ahluwalia, Chet Lo, Aaron Esh. Marsha Popova and Dilara Findikoglu this London Fashion Week. We see the value in working with brands at various points along their sustainability trajectory - from those who are just embarking on the journey to those who have sustainability at the core of their brand DNA. As pioneers and thought leaders in the denim space, we see our input as valuable at whichever step of the journey the designers are on - we feel passionate about making a real change to the industry as a whole and working with designers such as Priya, Chet, Aaron, Masha and Dilara really helps us on our path to achieve this" - **Keith O'Brien, ISKO's Senior PR Manager.**

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ABOUT CTRL+Z
Denim is revolutionised with ISKO's Ctrl+Z fabric. Known to most computer users, Ctrl+Z is about 'going back,' to restart. This development contains no virgin cotton and uses a minimum of 60% recycled materials and the remainder is regenerated cellulose fibres while still giving a look and feel identical to traditional denim. ISKO continue to make it their mission to achieve the best solutions with Ctrl+Z's fabrics.

ABOUT ISKO™
ISKO is part of SANKO TEKSTIL, the textile division of the SANKO Group. As the premium denim brand behind people's favourite jeans, it has a strong global presence in 35 countries with 60 international locations. By virtue of its Responsible Innovation™ approach, founded on creativity, competence and citizenship, ISKO works to make the world a better place, bringing awareness to environmental as well as social aspects. Committed to an approach of continuous improvement, ISKO relies on external stakeholder engagement, striving for third-party certifications and partnerships. This has led to many achievements, including bluesign® System Partnership, STeP by OEKO-TEX®, Textile Exchange, SAC, ZDHC, EU Ecolabel, The Jeans Redesign by the Ellen McArthur Foundation and Green Deal Circular Denim ISKO are also a huge supporter of emerging creative and design talent both in the UK and globally, and are passionate about challenging and changing the perception and usage of sustainable materials in the fashion industry. ISKO have worked with the likes of sustainable menswear designer Bethany Williams as well as Bianca Saunders and Matty Bovan on the denim used in their London Fashion Week collections.

ABOUT CREATIVE ROOM SERVICES (CRS) BY ISKO™
Developed by ISKO, Creative Room Services is a fully integrated garment provider for the denim community. A unique offering of streamlined and simplified solutions for all denim garment requirements. A fully integrated supply chain and flexible network of global production partners, offering tailored solutions for every aspect of denim garment production. By utilising ISKO's in house expertise across R&D, Design, Laundry & Finishing and Production, CRS brings more than just a garment service, but a global denim eco system with responsibility and sustainability embedded into its core. One-of-a-kind product development centres in the UK and Germany are the

next step in approaching responsible production, offering close to market, sustainable laundry and finishing support with experts on hand to help manage the entire end-to-end production for their customers. Proud to use certified fibres and materials to ensure genuine, credible and transparent work towards sustainability in the textile industry. Most importantly, ensuring real, meaningful and measurable change, accomplished through independent third-party certification. The integrity and traceability of all the materials in their patented products motivates them, and they strive to have every ingredient certified to the highest possible standard. ISKO is a trademark of SANKO TEKSTIL.