

An exploration of denim and flat fabric's new territories: premium touch, recycled roots and chromatic statements.

SXS 27

A NEW VISION FOR DENIM AND FLAT FABRICS,

TRANSLATED INTO THREE ONGOING CONCEPTS.

VERSO ELEVATES PREMIUMNESS WITH PERFORMANCE.

GOOD OLE FOCUSES ON RECYCLED FIBERS AND THE RETURN

OF LINEN. COOLR CELEBRATES COLOR AND SURFACE WITH

BOLD TREATMENTS. TOGETHER, THEY SHAPE A NEW SEASON

FOR OUR FABRICS, IN WHICH REGENERATIVE COTTON

TAKES CENTER STAGE. WELCOME TO THE SS27 COLLECTION.

A new take on premium denim that blends sharp tailoring and tangible performance, resulting in a soft second-skin touch and natural shine.



VERSO REDEFINES PREMIUM DENIM AND FLAT FABRICS

THROUGH PERFORMANCE — IT'S A NEW BALANCE

OF TAILORING, ELASTICITY AND TRUE SOFTNESS.

BY COMBINING SMOOTH TOUCH AND FLUID DRAPE,

IT OPENS THE WAY TO A NEW EXPERIENCE.

FROM MAXSOFT TO ADAPTIV AND TENCEL™ BLENDS,

EVERY FABRIC IS DESIGNED TO ELEVATE THE DAILY WEAR.

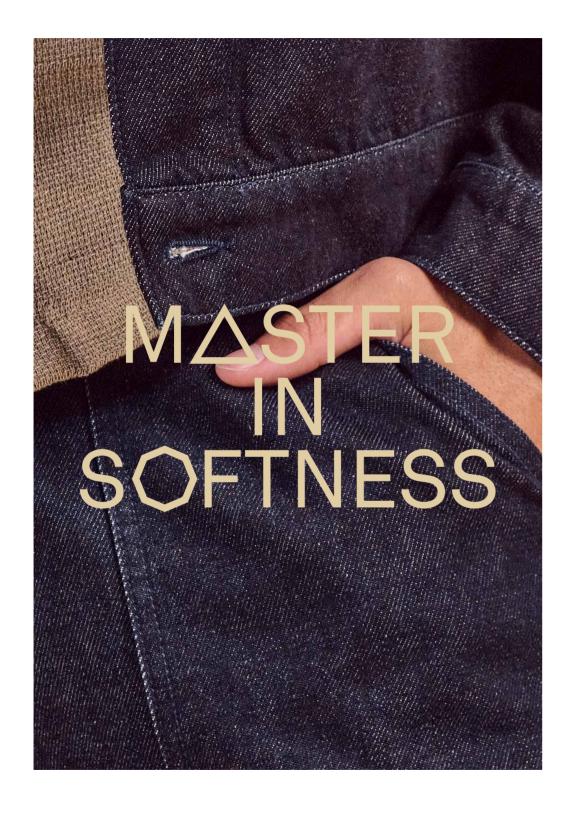






Transparent coating adds a flat, subtle shine to our fabrics. Ever Sky is a reactive color that resists fading, extending







Vintage multicolor indigos, breathable linen, overdyes and new constructions. In short, many explorations for one big idea: making

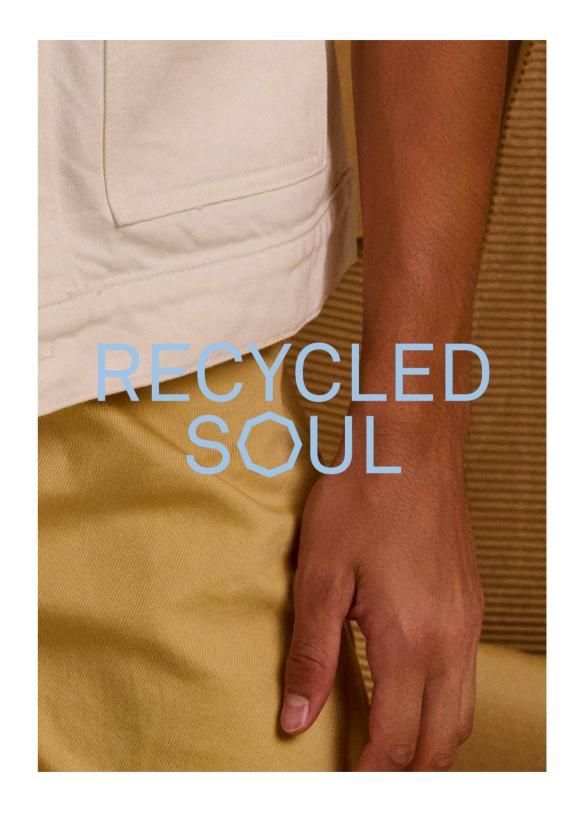
the live-in charm even cooler.

## GO\*DOLE

GOOD OLE CHANNELS RECYCLED DNA INTO A SPRING AND SUMMER-READY DENIM STORY. AT ITS CORE: RECYCLED COTTON FROM OUR FACTORY AND SELECTED RECYCLED POLYESTER. LINEN RETURNS WITH ITS NATURAL, BREATHABLE, IRREGULAR CHARACTER. OVERDYES AS WELL AS NEW COLORS AND CONSTRUCTIONS ADD VINTAGE DEPTH.







Breathable, quick-drying, with an irregular, authentic texture. Linen returns for natural, effortless looks.



S\*S 27





Color is literally in Coolr's DNA.
Bold hues, playful prints and glossy finishes are ready to shift mood and look.

## COCLR

COOLR INJECTS JOY INTO FABRIC, TURNING DENIM AND FLAT FABRICS INTO UNEXPECTED EXPERIENCES OF LOOK AND FEEL. VIVID COLORS, GRAPHIC STRIPES AND BOLD PRINTS IDENTIFY THE CONCEPT, DRAFTING A MANIFESTO OF POSITIVITY.
GLOSSY COATINGS, FOAM TEXTURES AND OVERDYE LAYERS ENRICH THE SURFACE WITH EXPRESSIVE DEPTH.







Dobbies and fancy weaves add micro-moments of surprise. Details that move with the body and catch the eye.







CONTACTS
ALROUBAIA FOURTEX
TEXTILES CO. S.A.E.
Headquarters & Factory
3rd Industrial Zone Extension
P.O. Box: 148
El-Sadat City, Egypt
T. +20 482659023/24
info@sharabati-denim.com
sharabati-denim.com

## **CREDITS**

CREDITS
Creative direction
Margherita Rui
Art direction dogtrot
Cosimo Bizzarri
Dario Cazzin
Daniele Frattolin
Giavanni Gerolin
Lia Giannuzzi
Photography
Manolo Sinibaldi
Styling Styling Giovanna Gatto

