

Optimal weight, High moisture absorption, Soft touch

Three comfort qualities that diversified the world of denim.

Story

Sorpresa® means "an unexpected surprise" or "an unexpected gift" in Spanish. Sorpresa®, Kuroki's new fabric is precisely that. It is a creation in response to the consumers' wish for denim with such features. Blend of optimal weight, high moisture absorption, and softness is an innovative denim with 3 part harmony, a genuine "unexpected gift." Research for comfortable denim, yearning to make better products, and Kuroki's never-ending enthusiasm and passion for developing new value added denim gave birth to this epoch-making denim, "Sorpresa®".

Fabric

Sorpresa® is a new fabric that launched a dual hollow fiber polyester yarn (Twin Air), developed by Asahi Kasei Fibers Corporation, into the world of denim. Dual hollow - filament structure in a unique shape of mathematical symbol, "infinity", and its flatness, contributed such features as "lightness", "high water absorption and rapid moisture release" by means of evaporation through capillary action, and last but not least, down like "softness". Furthermore, collaborated with the unrestricted use of Kuroki's original technologies, attained success in fusing the quality of denim with unique elements of Twin Air. As a result, Kuroki gave birth to "Sorpresa®", denim with an unprecedented collaboration of amazing functions, a denim of new era. Experience the newness and the original feeling of denim.

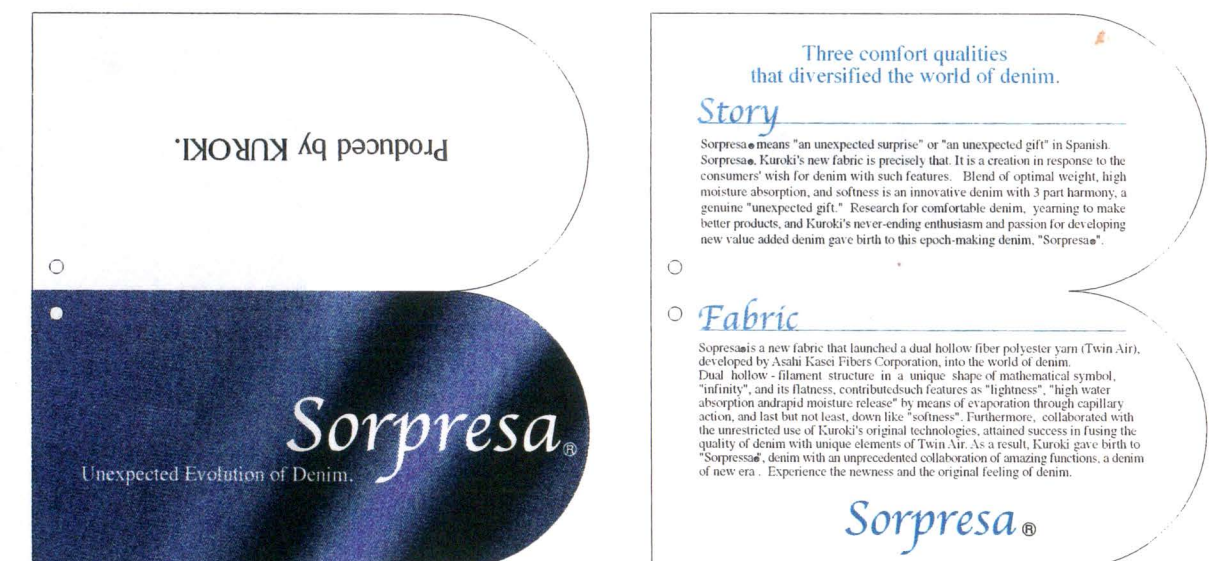
Twin Air's ability that accomplished the "eternal" evolution.

A revolutionary, dual hollow fiber polyester yarn, in a super unique shape of an "infinity" symbol cross-section, achieved the fusion of the 3 functions, extreme lightweight nature, high moisture absorbance and high moisture release, and gentle and soft touch.

Twin Air, a product of advanced technology from Asahi Kasei Fibers Corporation, a completely new polyester with hollow cross-section, is currently, the center of attraction in all areas.

Package

Original paper labels (folded tag) for the products using "Sorpresa®" are available to convey the features of this fabric to the consumers. The labels are designed to transmit the product image through photo of the fabric and catch phrase on the cover, and to convey the charm and fine quality of the fabric by explaining its features on the inside. The name "Sorpresa®" is designed to highly appeal to the consumers' minds. Please apply as a sales promotion tool for Sorpresa®.



"Sorpresa®" ORIGINAL LABEL



"Sorpresa®" ORIGINAL WOVEN LABEL