

exclusively edited and written

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LYRA MAG.

fashion, outdoor gear, beauty, travel,

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tuesday, march 17, 2009

CORDURA®- A NEW IDENTITY FOR INVISTA'S BRAND



"AS LONG AS THE WORLD IS FULL OF DURABLE PEOPLE, WE'LL KEEP MAKING DURABLE

FABRICS.™"

Words, Judith Ecochard, Images Courtesy of **Cordura®, JanSport®, and Granite Tactical Gear, Inc.**

March 17th, 2009

This past Sunday found us on an eleven-hour ice climb/trek in the northern Catskill Mountains. Sure-the last three hours - our crampons and ice picks held up--- but our spaghetti legs were all wobbly.

Fortunately, we were wearing our 15 years' young Quimbola Man snowboarding pants ...made with swaths of seemingly bulletproof **Cordura®** fabric-cause we sure had a bunch of unintentional slides-reminiscent our other sporty winter wipeouts.

But how amazing is it that of all our cold climes' attire---it's the **Cordura® blessed garb that endured and protected.** Very Helpful.

We owe tons; actually really REALLY depend on our clothing for more than just match-y, match-y fashion statements. And so we were kind of deer in headlights impressed by our recent free wheeling conversation with the multi-talented **Cindy McNaull, Global Brand Manager** for Invista's Cordura® brand. The 411 on what's new with this most innovative confab of fabrics, all precocious spawn of the Mothership Cordura®---is astounding---whether for use in military wear, outdoor gear, luggage, backpacks, boots or performance apparel. (Though IMHO---Cordura® is **destined for everyday clothes too**-particular childrenswear).

THE BRAND BUZZ:



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 Music (3)
 New York Fashion Week Fall
 2009 (42)
 New York Fashion Week
 Spring 2009 (70)
 Nutrition (1)



We started our chat with a history lesson. "Cordura® is a 32 years old brand...and for the last two years we've deeply dived back into the brand for the common theme- durability" Mc Naull explained. "People really wanted an emotional connection...and so we developed a personality for the brand with the tagline:

AS LONG AS THE WORLD IS FULL OF DURABLE PEOPLE, WE'LL KEEP MAKING DURABLE FABRICS.™

The new Cordura® website with its interactive "Tell Us Your Story" on durability, reliability, and versatility" feature---opens up the global communications' message to the digitally inclined. "There are over 100 categories for Cordura® fabrics," Mc Naull observed -and gazillions of products for **outdoor, workwear, 'on the go,' and the military**. So the site is a nifty venue for the mundane and extreme adventuresome individuals amongst us to express "...in their own mind what Cordura® is."

WEBSITE INFO: CODURA

THE BASELAYERS BROADEN:

We 'Love A Man In A Uniform' as **Gang of Four** used to sing (yup, we are totally dating ourselves)...but it's Cordura®'s latest advance for the military that we did not get visual eyeballs full of- at the Outdoor Retail Market this past January...



But we will now, especially since the fabric is being adopted for the consumer market.

The Backstory:

Recently, the company techno whizzes

invented/manufactured **NYCO knit fabric**, a durable "No Melt/No Drip," superior moisture management and breathable Base layer/T shirt textile...conjured up so as to deliver" **next-to-skin performance** properties when exposed to **heat in flash fire situations such as**

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DIZTRICK:

CASEOLOGY'S GOT SOME BRAND NEW BEATS

GENERAL IDEA:

FALL/WINTER 2009

GOGOGEAR: SAVING

BACKS ACROSS AMERICA

SPRING BEAUTY BREAKS:

E.L.F. and SOFTSHEEN-

Improved Explosive Devices (IEDs),” according to a press release.



Now, Cordura® has “taken that revolutionary concept into workwear” according to Mc

Naull-by launching its own baselayer line for consumers with the **same “heat response” and “moisture transfer”** keep-us-cool and dry properties.

And if that wasn't fab enough, Cordura®'s Defend Your Base™ micro website---a dedicated destination for the scoop on the company's baselayer apparel/product

---and embedded with links to where regular folks can get the now available tees- a uniquely engineered nylon/cotton short sleeve and a fierce long sleeve shirt by Tru-Spec® coined the 'Tactical Response Uniform Combat Shirt'



Item # 2551

is amazing...like the edgiest video game online.

Actually, it scares us a little...with that realistic soundtrack and all.

THE CO-BRANDS WE WANT

Take any NYC subway and chances are many fellow straphangers are hauling

their lives around in a **JanSport®** backpack. Even if their metropolitan lives render jaunts to hug trees totally unthinkable.

We've covered JanSport®'s stylish Heritage series, a retro hip, mod re-issue of the original JanSport® carriers---- at the people packed **Outdoor Retailer Market**. What makes these hot selling haulers urban tough is the **1000 denier Cordura®** fabric material used in making this crazy collection. To quote the main guy:

- CARSON
- CORDURA®- A NEW IDENTITY FOR INVISTA'S BRAND
- TIM HAMILTON
AUTUMN/WINTER 2009
- DOO RI FALL/WINTER 2009
- PASCALE MADONNA
- ASHLEIGH VERRIER: RTW
FALL/WINTER 2009
- WENGER GENUINE
SWISS ARMY KNIVES:
- EXPOSE FALL '09
COLLECTIONS
- SPRING BREAK
NECESSITIES:
- UNRATH and STRANO:
AUTUMN/WINTER 2009
Men's and Wo...
- ZAC POSEN's GLAMOUR
WEAR: FALL/WINTER
2009
- HEALTH & BEAUTY THE
NATURAL WAY:
- RAD HOURANI:
FALL/WINTER 2009
- UNITED BAMBOO:
FALL/WINTER 2009
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NETWORKS and the
STAYING ALIVE ...
- MOISTURIZING BALM
HEALS AND BENEFITS
BOTH SIDES OF...
- JEREMY LAING:
FALL/WINTER 2009
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Autumn/Winter 2009
- VICTORINOX GEAR -
PROFESSIONAL
HAULERS FOR 2009
- THE RED CARPET
COMPACT: L'OREAL
PARIS and CARELLE'...
- PHILIP PELUSI's TELA
BEAUTY
ORGANICS/P2®
SMART HAI...
- JILLIAN LEWIS:
AUTUMN/WINTER 2009

stazzy collection. To quote the main guru...



(Image J. Ecochard)

"The **Heritage Series is truly taking us back to our roots** – in look, feel and design," said **Skip Yowell**, co-founder of JanSport. "We used CORDURA® fabrics back then, and our two brands have a long-standing relationship that has withstood the test of time – perhaps because both have similar principles of

exceptional durability, quality and long lasting good looks."

Also gathering a crowd of admirers at the January 2009 Outdoor Retailer Market was the **most drool inducing cutting edge backpack we've ever seen**---that naturally- we want for ourselves (see online).



And that would be **Granite Tactical Gear's (and Montgomery Marketing Inc.)** bells and whistles loaded "Chief Patrol" backpacks destined for **U.S. Special Operations Forces.**

Needless to say, we feel that everyone involved in the exacting two-year process to design and make the "warfighter's load carriage system"---is honored to do so. For Cordura®, it's the company's **NIR Solution-Dyed Fabric ...** specifically "the base fabric (500d, 330d and 100d) and

webbing (1000d) consist(ing) of solution-dyed nylon (SDN) CORDURA® fabrics that provide soldiers maximum Near Infra-red (NIR) signature reduction concealment properties" that got the a-okay.



MONARCHY COLLECTION:
FALL/WINTER 2009
MACQUA: FALL 2009
CYNTHIA ROWLEY: FALL
2009

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Cordura® is BFFing overseas companies too. One union is with **Klopman International**, a European manufacturer of fabrics where a recent mind melt resulted in Klopman's Vantage Fabric, a lightweight twill constructed textile for

workwear pants, jackets and coveralls.

With exceptional abrasion resistance and a comfortable feel- this multi-use combo of **INVISTA™ T420 Nylon 6.6 fibre** and combed cotton has been proven durable in the toughest military environments.

And withstood the rigors of laboratory testing in Europe where they take consumer safety a bit more seriously in a lot of instances. IMHO.

Meanwhile, across the other Pond in Korea, **Lee Jo Textile**, an authorized Cordura® mill recently gave birth to a hard-wearing, stain resistant and color fast "Colorlock" fabric collection-that is destined for luggage, backpack and accessories' end-users.

And we are sure that like Mrs. Palin, comedian fodder-wise, Cordura® fabrics are the gifts that keep on giving in products TBA.

BACKPACKER's Magazine GET OUT MORE TOUR

Though we were clueless about this "one-of-a-kind" mobile tour, apparently thousands of outdoor enthusiasts and wannabes turn out for the informational clinics and product demos held at specialty stores---that aim to "**educate consumers about the skills and equipment they need to Get Out More.**"

Cordura® loaded gear like the **JanSport® Soloist Backpack**-perfect for short trail hikes, or pounding the pavement- is currently a featured "tool" at these events-that look like a lot of fun too.

INFO: GET OUT MORE 2009



THE ECO STORY:

Invista™ is a 'corporate responsible' company that is one of the leading innovators and manufacturers of recycled and sustainable materials. In closing our chat with Cindy Mc Naull---we were real happy to hear that Cordura® is set to join the other brands (like CoolMax®) in launching fabrics **embracing the green lifestyle.**

YEAH!

SOMETHING NEW:



Cool new Cordura® brand **hangtags and sew-in labels.**

Posted by J Ecochard at 4:16 PM ([Permalink](#))

Labels: Accessories, Activewear, Fabric, Men's Casual, Outdoor Retailer Winter 2009, Performance Wear, Textiles

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