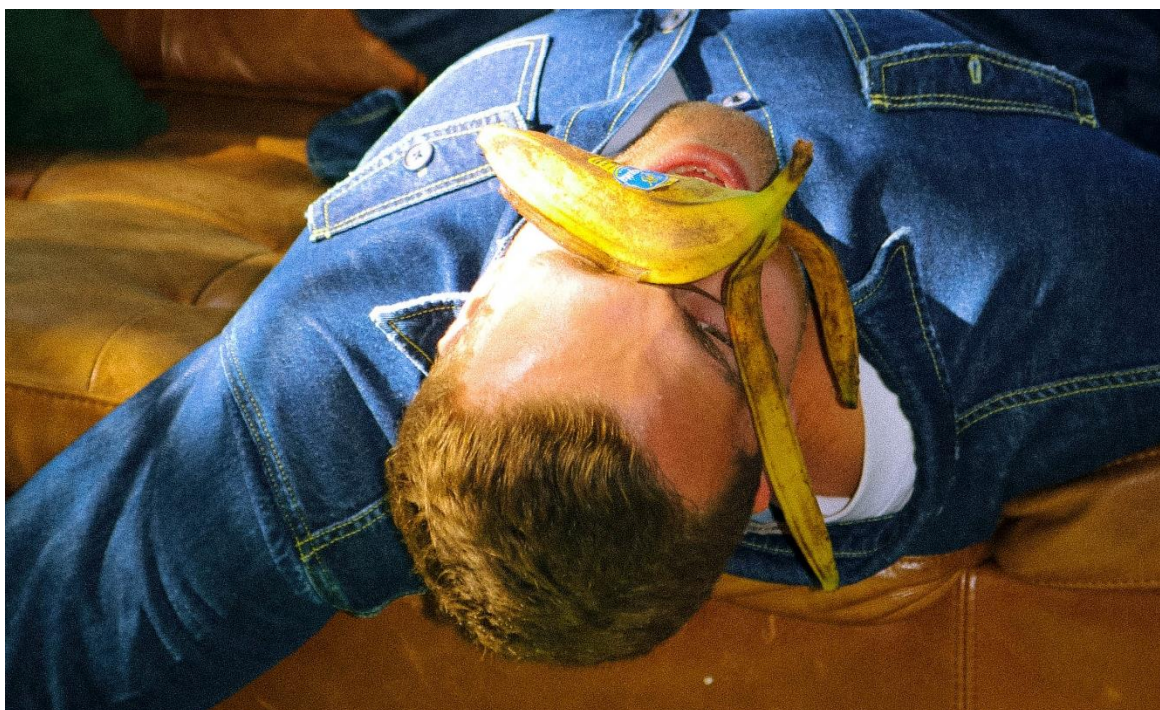




FOR IMMEDIATE RELEASE

**Guess partners with Interloop for Sustainable Denim featuring Loomshake™
made with banana fibre**



Faisalabad, Pakistan – February 5, 2024: Interloop, a leader in sustainable textile solutions, achieves a significant feat as Guess, the premier American fashion brand, adopts its Loomshake™ technology in their denim collection. This collaboration underscores the fashion industry's commitment to sustainable innovation and responsible sourcing.

Loomshake, an avant-garde blend of cotton and banana fibre embodies a mission to prioritise environmental stewardship by repurposing discarded resources into conscious fashion. Following its successful integration into hosiery by Dinner Service NY, Loomshake is set to redefine the denim manufacturing landscape with Guess.

Scheduled for shipment by September 2024, the denim collaboration features a blend of cotton, post-consumer recycled cotton, and banana fibre—an innovative approach turning waste into low-impact fibres for Guess's new sustainable lineup.

Building on the success of Dinner Service NY's introduction of synthetic-free, environmentally conscious socks made with Loomshake and organic cotton last year, this partnership signifies a





strategic progression for Interloop into other product categories, including denim and knitted apparel.

Interloop's collaboration with top brands goes beyond a mere partnership; it signifies a shared vision and values in advancing responsible sourcing in the fashion industry with collective action.

Explore Loomshake through Interloop's Unpeeled collection, made in collaboration with Simply Suzette by clicking [here](#).

For media inquiries, contact Noor Jehan Sadiq at njsadiq@interloop.com.pk

About Interloop Limited:

Interloop Limited is a vertically integrated, full family clothing supplier of hosiery, denim, knitted apparel and seamless activewear products. Recognised globally for environmental and social responsibility, Interloop boasts LEED certified facilities, Fair Trade certification and is as a member of the United Nations Global Compact—committed to sustainable development and transparency in the fashion industry.

About Guess:

Guess is a globally recognised American fashion brand known for its trendy and youthful clothing, accessories, and fragrances. The company was founded in 1981 by the Marciano brothers—Paul, Maurice, Armand, and Georges. The brand gained widespread popularity for its distinctive and iconic denim products, featuring the classic triangle logo.

