

we are
denim



**WE ARE DENIM PEOPLE.
WE WANT YOU TO TAKE
A JOURNEY WITH US AS
AN ADVENTUROUS
AND FREE SPIRIT!**





we are
denim
denim



W Denim is the global marketing and sales organization of **Şirikçiöđlu Group** with its headquarters located in Kahramanmaraş, the birthplace of **Şirikçiöđlu Grup**.

Şirikçiöđlu Group, is the largest yarn and denim manufacturer of Türkiye, defining the new pathways forward to a circular existence. Our fully vertical facilities produce an annual volume of 100 million meters of mainly denim and non denim fabrics as well.

Şirikçiöđlu, is one of the key corporate identities of the Turkish Denim Industry. Which has been providing products to major mills, brands and retailers throughout Europe and the United States.

W Denim's product range, is based on sustainable principals with components that embody this ethos and reality. These attributes focus on, from farm to yarn, recycled and repurposed, to industrial processes that reduce and reuse.

The **W Denim Collection** offers fabrics from 4.5 oz up to 15 oz in rigid, comfort stretch and high elasticity categories with performance the essential principal in our value creation.

Blended yarns with functional purpose and end of life in mind are our strength and in accordance with the demand presently trending and growing in both the US and European markets.



W[®]DENIM

02

ABOUT

SIRIKCIOĞLU
GROUP



Sirikçiöđlu Group,
Turkiye's leading cotton and
denim fabric manufacturer,
produces **%16** of the Denim
fabric and **%6** of the cotton
produced in Turkiye alone
with our **22** plants in
Kahramanmaraş and Kayseri.

It makes a difference in the industry with the widest and most competitive product options, fast delivery and the ability to respond to every demand with it's ring, open end, Vortex, POY, polyester yarn, indigo and woven fabric mills in Kahramanmaraş and Kayseri. The fact that our company has become one of the leading producers in the world in the denim sector has enabled it to specialize in yarn production.

*Our group has been exporting to **55 countries** all over the World and continuing its investments for bright tomorrows.*

Şirikçiođlu Group,*Türkiye's leading yarn & denim manufacturer****16%** of all denim fabric produced in Türkiye****6%** of cotton yarn produced in Türkiye****22** plants in Kahramanmaraş & Kayseri***Industry 4.0** *Standards*



With competitive product options and the ability to respond to all demand

Ring, open end, Vortex, POY to polyester yarn and indigo.

*Exporting and servicing **55** countries all over the World*

discover





W

collection

W[®]DENIM

OS



a non-denim
STORY
YOU ARE
in

LIBERTAS

Step into the world of denim redefined with "Libertas", where casual meets comfort, and raw dreams find their true colors. Libertas is not just a non-denim fabric; it's an embodiment of relaxation, color harmony, and a celebration of the colorful planet we call home. With its unique features and value propositions, Libertas effortlessly becomes the canvas for your individual style.





Casual Comfort

Libertas is designed for those who appreciate the ease of casual living. The natural looks of this non-denim fabric create an effortlessly relaxed vibe, allowing you to embrace comfort without compromising on style. It's the perfect companion for those who live life on their terms, where every day is a new opportunity to express your unique personality.



Raw Dreams Unleashed

Libertas invites you to unleash your raw dreams and authentic style. The fabric provides a blank canvas, ready for your personal touch. Whether you dream of bold statements or subtle expressions, Libertas is the foundation upon which your style story unfolds. It's not just non-denim; it's the embodiment of your raw, unfiltered self.



Color Harmony

In the world of Libertas, color is a symphony, and you are the conductor. The fabric's value proposition extends to being ready for garment dye, allowing you to play with a palette of hues and create a denim masterpiece that harmonizes with your personal style. Libertas isn't confined to a single color; it's a colorful journey waiting to be explored.



A Celebration of the Colorful Planet

Libertas isn't just about fashion; it's a nod to our beautiful planet. The fabric embraces sustainable practices, allowing you to express your style while respecting the environment. It's a conscious choice that aligns with the values of those who appreciate the beauty of a colorful, vibrant Earth.

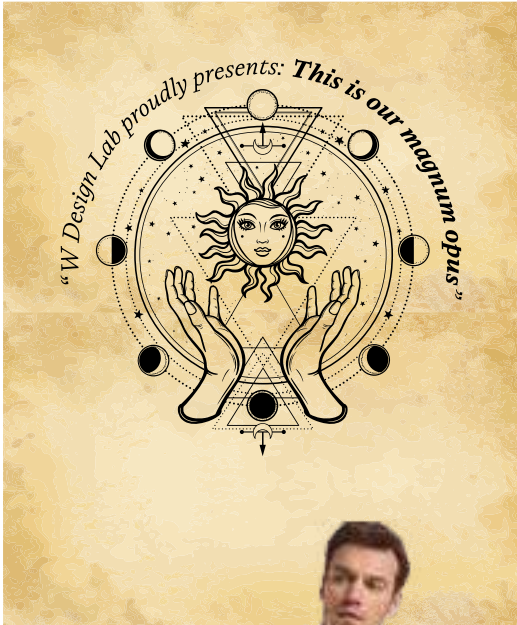


Versatile Twills, Exemplified by Gabardines

Gabardines crafted from Libertas are a prime example of its versatility. The reactive dyed twills not only ensure color retention but also enhance the overall durability of the fabric. Whether you're aiming for a classic look or a contemporary twist, Libertas in gabardine form caters to the diverse demands of your style.

In the world of non-denim, Libertas stands as a symbol of freedom, self-expression, and the harmony of colors. It's not just a fabric; it's a lifestyle that celebrates the casual, the relaxed, and the extraordinary. Step into Libertas, where raw dreams find their colors, and every garment is a testament to your unique journey in the colorful planet of fashion.

W[®] DENIM 06



Magnum Opus

COLLECTION



Introducing "Magnum Opus," the pinnacle of denim luxury that transcends fashion boundaries, embracing the extraordinary, and inviting you to embark on a journey of metamorphosis. More than just a denim fabric, Magnum Opus is a canvas for the free soul, a celebration of the unique, and an embodiment of everything amazing. Let's explore the unparalleled features that make Magnum Opus the jewel in the crown of denim collections.



Free Soul, Unique Expression

Magnum Opus is designed for the free soul who seeks individuality. The fabric's uniqueness lies in its ability to provide a canvas for self-expression. It's not just denim; it's your personal statement, an extension of your free-spirited essence that demands to be noticed.

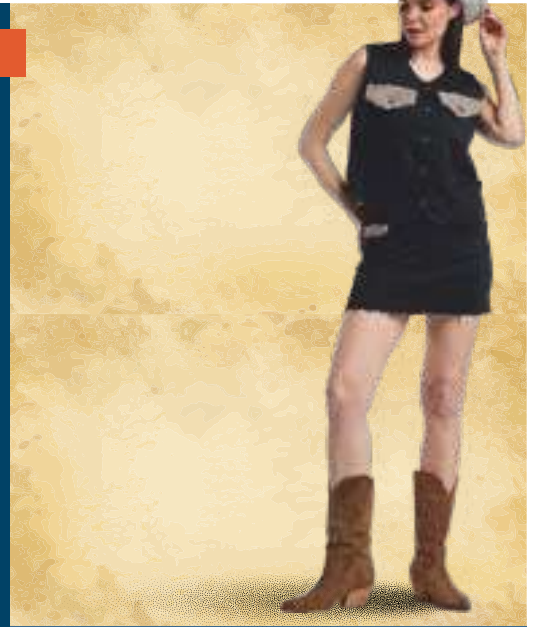
Let The Show Begins

Magnum Opus is more than just denim; it's an experience, a journey into the extraordinary. Whether you choose the sophisticated herringbone, the avant-garde patchwork, or the urban edge of knit denims, each wear is a statement of unparalleled luxury. So, step into the world of Magnum Opus, where your style is the masterpiece, and denim becomes the medium through which you express your extraordinary self in the fanciest way possible.



Extraordinary Craftsmanship

Magnum Opus is not just denim; it's an artistic masterpiece. With meticulous patchworks, intricate herringbone patterns, and doobby technique fabric structures, this denim fabric is a testament to extraordinary craftsmanship. Each piece is a work of art, where every stitch tells a story of unparalleled skill and attention to detail.



Fancy Constructions, Fancy World

Magnum Opus isn't confined to traditional denim; it's a gateway to a fancy world of fashion. With fancy constructions that defy conventions, this denim fabric opens the door to a realm where the extraordinary is the norm. It's a celebration of opulence and style.

Metamorphosis of Style

Experience a metamorphosis of style with Magnum Opus. The fabric's diverse features allow for endless possibilities, enabling you to transform your look effortlessly. Whether it's the avant-garde patchwork or the refined herringbone, Magnum Opus empowers you to express your unique style in a way that is truly transformative.



Urban Outfit Icon

Step into the urban world with Magnum Opus, where denim becomes an iconic urban outfit. The fabric's fancy constructions and knit denims add a contemporary edge to traditional denim, making it a go-to choice for those who seek to make a bold statement in the city's fashion landscape.



W[®]DENIM

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Shrink to Fit Magic
Experience the magic of personalized fit with Retro-X's shrink-to-fit feature. Like a second skin, the denim molds itself to your unique shape, ensuring that your jeans become an extension of you. It's not just about wearing denim; it's about creating a bond with a piece of clothing that evolves with you.

 "The memories of a loved ones"

RETRO-X

collections

Step into the groove of the past with "Retro-X", a denim fabric that's more than just a piece of clothing-it's a journey back to the authentic, carefree spirit of the 80s. Let Retro-X be your ticket to a world of peace, easy living, and a touch of old-school charm. Here's why Retro-X stands out and how it effortlessly captures the essence of nostalgia.



 **Versatile Denim Weights**

Retro-X caters to individual preferences with denim weights ranging between 10 and 14 ounces. Whether you prefer a lighter feel or a more robust structure, Retro-X gives you the flexibility to choose the denim weight that suits your style.

Authentic 80's Vibes

Retro-X isn't just denim; it's a time machine that transports you straight to the heart of the 80s. With an authentic feel and look, this denim fabric pays homage to the era of neon lights, cassette tapes, and iconic fashion statements. Embrace the retro vibes and make a bold statement with every step.



Marble Look and Rigid Structure

The rigid structure and marble look of Retro-X redefine denim aesthetics. This isn't your average pair of jeans; it's a fashion statement that exudes strength and character. The marbled effect adds a touch of uniqueness, ensuring that each piece tells a story of its own.



Wide Leg and Boyfriend Fit

Retro-X embraces the wide-leg and boyfriend fit trends of the 80s, offering a comfortable and stylish silhouette. It's not just about fashion; it's about expressing your easygoing attitude and carefree spirit. Slip into Retro-X, and let the wide-leg embrace your freedom.



Salt & Pepper Effect

A sprinkle of nostalgia comes in the form of the salt & pepper effect, reminiscent of the good old times. This denim isn't just about style; it's about texture and visual appeal. Every speck of detail adds to the charm, creating a visual narrative that speaks to the soul.



Retro-X isn't just denim; it's a lifestyle. It's about embracing the friendly, easy life of the 80s and infusing it into your modern wardrobe. With Retro-X, every step you take is a stroll down memory lane, a celebration of nostalgia and a nod to the timeless appeal of old-school charm. So, slip into Retro-X, where authentic retro vibes meet contemporary style, and let your fashion journey be a testament to the enduring allure of the 80s





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"To leave a more livable world for the future generations"

Simurg

Unveiling "Simurg", the epitome of sustainable denim that redefines the market with its commitment to nature, respect, and responsible fashion. As sustainability takes center stage in the denim world, Simurg stands as a symbol of the industry's evolution towards a greener future. Let's explore the features and values that make Simurg the forefront of responsible fashion.

Linen and Hemp Blends

Simurg embraces the durability and breathability of linen and hemp blends, demonstrating a dedication to sustainable alternatives. These materials not only contribute to the fabric's eco-friendly profile but also enhance the overall comfort and style quotient.



Emana Technology

Simurg introduces Emana technology, an innovative approach that adds a touch of high-tech functionality to the denim. Emana Technology also has anti-cellulite properties and it has been observed that cellulite decreases as denim pants are used. This not only promotes well-being but also aligns with the collection's overarching theme of responsible innovation.





Sustainable Elegance

Simurg isn't just denim; it's a sustainable elegance that prioritizes the health of our planet. Crafted with the utmost care, this denim collection is a testament to responsible fashion, offering a guilt-free indulgence in the art of dressing well.



Nature's Guardian

Simurg is more than a fabric; it's a guardian of nature. Using sustainable yarn types such as organic cotton, regenerative cotton, post-consumer waste (PCW) cotton, lyocell, hemp, and linen blends, Simurg embraces a harmonious relationship with the environment, ensuring that every thread tells a story of nature's preservation.



Respectful Manufacturing

Simurg is manufactured with the utmost respect for resources. The use of sustainable yarns doesn't just stop at organic and regenerative cotton; it extends to innovative materials like Naia, Emana, and viscose, creating a denim fabric that exemplifies the respect for the entire lifecycle of resources.



Recycle, Reduce, Reimagine

In the world of Simurg, less is more. The philosophy of recycling, reducing waste, and reimagining fashion is woven into the very fabric of this denim collection. Simurg encourages a green life by minimizing environmental impact and advocating for a more conscious approach to consumption.



Organic Purity

Simurg proudly features organic cotton, a hallmark of purity and sustainability. This denim goes beyond fashion; it's a commitment to organic principles, ensuring that each piece embodies a natural, unblemished beauty.



Step into Simurg, where sustainability meets style, and every yarn carries the weight of responsibility. This denim fabric collection is not just a fashion choice; it's a conscious decision to be part of a green revolution in the industry. Simurg invites you to wear your values, embrace responsible fashion, and be a steward of nature's legacy. So, make a statement with Simurg, where sustainability is not just a trend but a way of life

#BlueLegacy

“Legends don't die, they just change shape”

Introducing "Blue Legacy", a denim fabric that transcends trends, embodying the timeless elegance of heritage and vintage craftsmanship. More than just a piece of clothing, Blue Legacy is a living testament to precious memories, strong character, and the enduring soul of the blue world. Let's delve into the features that make Blue Legacy an iconic denim fabric, especially perfect for high-quality denim shirtings.



Vintage Allure, Timeless Appeal

Step into the world of vintage charm with Blue Legacy. Its weight, ranging between 4.5 and 14 ounces, strikes the perfect balance between a nostalgic feel and modern comfort. The timeless appeal of Blue Legacy ensures that your wardrobe is adorned with a classic, enduring touch.



Heritage in Every Thread

Blue Legacy is not just denim; it's a living heritage. Woven from ring spun yarn, every thread tells a story of tradition and artisanal craftsmanship. This denim pays homage to the legacy of quality and authenticity, ensuring that it stands the test of time.



W[®]DENIM



Rigid and Comfort for Every Style

Whether you prefer the rugged feel of rigid denim or the ease of comfort, Blue Legacy offers the best of both worlds. This denim adapts to your style, giving you the flexibility to express yourself without compromising on comfort. It's not just about the fabric; it's about how you wear it.



Soft Hand Feel, Strong Character

Experience the soft hand feel of Blue Legacy against your skin, a testament to its commitment to comfort. Yet, don't be fooled by its softness – this denim boasts high strength, embodying the strong character that defines the blue world. It's a harmonious blend of gentleness and resilience.



Living Memories, Enduring Quality
Blue Legacy is not just a fabric; it's a carrier of memories. Each wear adds to its legacy, creating a personal tapestry of experiences. This denim ages gracefully, becoming a reflection of your journey and a reminder of the enduring quality that defines the blue world.



High-Quality Denim Shirtings

Especially tailored for high-quality denim shirtings, Blue Legacy elevates the sophistication of your wardrobe. From casual elegance to refined charm, these shirtings are a canvas for your style. Blue Legacy isn't just a fabric; it's an investment in a wardrobe staple that speaks volumes about your discerning taste.



In the world of denim, Blue Legacy stands tall as a symbol of heritage, vintage allure, and enduring quality. It's not just about fashion; it's about creating a legacy that transcends generations. So, step into Blue Legacy, where each thread is a story, each wear is a memory, and your wardrobe becomes a testament to the soul of the blue world.





W[®]DENIM 012

HAVE A NICE
denim

*carpe
diem*

PREMIUM

**“AN URBAN PHILOSOPHY
THAT REFLECTS THE
DENIM ESSENTIALS”**

Introducing "Carpe Diem", a denim fabric that transcends the ordinary, inviting you to seize the day with style and confidence. More than just denim, Carpe Diem is a celebration of flexibility, softness, and elegance. Designed for those who embrace freedom, happiness, and the chic allure of trendy fashion, this denim is your passport to comfort and self-confidence.

Happiness in Every Stitch

The stretches in Carpe Diem aren't just about flexibility; they're about embracing happiness. This denim moves with you, allowing you to enjoy every moment without constraints. It's a wearable celebration of joy, reminding you to seize happiness with every step.



PANTONE 296C

PANTONE 544C

PANTONE 7579C

PANTONE 3597C

PANTONE 7470C





Flexible Fashion for a Dynamic Lifestyle

Carpe Diem is the epitome of flexibility in fashion. Crafted from ring slub yarn, this denim adapts effortlessly to your every move. Whether you're conquering the urban jungle or dancing under the stars, Carpe Diem is your partner in a dynamic, ever-changing lifestyle.

Skinny Fits, One Size Fits All

Whether you prefer the sleek charm of skinny fits or the universally flattering one-size, shape-fit design, Carpe Diem caters to your diverse style preferences. It's denim that molds to your unique shape, embracing your individuality.

Freedom to Express

Carpe Diem embodies the essence of freedom. With weights ranging between 7 and 13 ounces, this denim offers a spectrum of options for every occasion. Whether you're embracing a relaxed fit or a sleek silhouette, Carpe Diem gives you the freedom to express your individual style.

Dual Core Power Stretches

Carpe Diem introduces dual-core power stretches, a game-changer in denim innovation. This technology not only provides flexibility but also enhances the overall strength of the fabric. It's not just about trends; it's about a powerful, enduring style that stands the test of time.

Chic Confidence, Trendy Vibes

Step into the world of chic confidence with Carpe Diem. The one-size, shape-fit design ensures that this denim complements your body, accentuating your curves and exuding trendy vibes. Wear it with confidence, and let your style speak volumes.

Softness Meets Elegance

Experience the unmatched softness of Carpe Diem against your skin. This denim isn't just about comfort; it's an ode to elegance. With a luxurious touch, Carpe Diem ensures that every wear is a sensory delight, making you feel both comfortable and refined.

Carpe Diem isn't just a denim fabric; it's a lifestyle. It's about seizing every moment with confidence, embracing freedom, and radiating happiness. With Carpe Diem, your wardrobe becomes a canvas for trendy expressions, and every wear is an opportunity to make a statement. So, seize the day in style, wear Carpe Diem, and let your fashion journey be a testament to the joy of living in the moment.

W[®]DENIM

LPASWEER

“Discover the magic of laser inspirations”

Introducing "Laser Power," the denim fabric that transcends conventional boundaries with its cutting-edge laser applications, offering a world of design possibilities.

Laser Power isn't just a fabric; it's a revolution in denim, embracing the keywords of design, endless possibilities, metamorphosis, and high-tech laser innovation. Let's explore the basic features and value propositions that make Laser Power the go-to choice for those who seek smart, cost-effective, and uniquely designed denim.

Laser Friendly and Low-Cost Brilliance

Laser Power is designed to be not just laser-friendly but also cost-effective. The smart application of high-tech laser technology makes customization efficient and economical, allowing for intricate designs without compromising on affordability. It's the perfect balance of sophistication and cost-effectiveness.



Rigid and Comfort Stretches

Laser Power understands that style should never come at the expense of comfort. With a perfect blend of rigid and comfort stretches, this denim fabric ensures that you not only look good but feel good too. It's a harmony of form and function, where fashion meets practicality.



Denim Shirts with Laser Designs

Laser Power finds its perfect expression in denim shirtings. The laser designs on these shirts elevate casual elegance to a whole new level. Whether it's a sophisticated geometric pattern or a subtle stripe, each shirt becomes a statement piece, reflecting your unique style sensibilities.

Laser Friendly and Low-Cost Brilliance

Laser Power is designed to be not just laser-friendly but also cost-effective. The smart application of high-tech laser technology makes customization efficient and economical, allowing for intricate designs without compromising on affordability. It's the perfect balance of sophistication and cost-effectiveness.

Endless Design Possibilities

With Laser Power, design knows no bounds. The high-tech laser application on the front and back surface of this denim fabric opens up a realm of possibilities, allowing for limitless creativity and customization. It's not just a fabric; it's a canvas for your imagination, offering a playground for the design enthusiast.

Metamorphosis in Every Detail

Experience a metamorphosis like never before. Laser Power's 3D effects, stripe looks, and geometric designs transform ordinary denim into a masterpiece of texture and style. This fabric is not merely an article of clothing; it's a dynamic expression of individuality, where each design detail tells a story of innovation.

Smart and High-Tech Laser Innovation

Step into the future of denim with Laser Power. The smart, high-tech laser innovation ensures precision in every design, creating a denim fabric that stands at the forefront of technology. It's not just denim; it's a statement of progress, a testament to the marriage of fashion and cutting-edge technology.

In a world where design is paramount, Laser Power takes center stage. It's not just a denim fabric; it's a game-changer in the industry, offering a blend of creativity, innovation, and accessibility. Elevate your fashion experience with Laser Power, where every piece is not just an article of clothing but a personalized masterpiece crafted with high-tech precision.



 **PRODUCE***fortomorrow*



sustainability
**as a matter of
PHILOSOPHY**

W[®]DENIM

Basic



Responsible Production

We aim to create value with more durable, longer-lasting products in both our yarn production and denim and non-denim production, and we believe that we can shape the future with a stronger and holistic approach with this strategy.



Cultural Transformation

With a fair, transparent and flexible leadership model, we appreciate taking responsibility, courage and perseverance until we get results, and we adopt a rewarded climate.



Energy and Resource Management

We continue to invest in renewable energy sources for practices that will reduce our carbon footprint in order to prevent global risks related to climate change.



We will increase the share of our pioneering "waterless dyeing" technology, which we apply in our Indigo facilities and inspires the entire textile ecosystem, in total production. We continue to make innovations to ensure responsible consumption of water used within the scope of our activities and to reduce water use.



Social Benefit

We care about providing social and cultural benefits as well as economic benefits to the society we live in. We strive to be a role model with the social responsibility projects we carry out in the fields of education and health.

We will continue to
"#producefortomorrow"



Şirikçioğlu
Container City



Nuri Şirikçi
Primary Care Clinic



Sevim Şirikçi
Vocational and Technical
High School

PRINCIPLES



We are aware of our responsibility to the environment and are working diligently for a sustainable future.

Our fully equipped and modern wastewater treatment facility purifies the liquid waste generated by our operations while protecting nature. Our solid waste is recycled by licensed recycling companies in accordance with waste management principles.

As part of our environmentally friendly production approach, the chemicals used in our operations require REACH certification, and we prioritize eco-friendly raw materials.

The environmental impact of our products is rigorously tested by independent laboratories, while our baby and children's products are examined with extra care in our denim laboratory.



We understand that the most valuable legacy we can leave for future generations is a clean environment and a healthy living space.



ACHIEVED GOALS



2017

We started producing organic cotton.

2019

We began producing recycled cotton.

2023

We initiated Regenagri production.

2024

We achieved 100% water savings in indigo dyeing.

2024

We reduced the waste rate from testing by 35%, saving 1 meter of fabric monthly.



W[®]DENIM

2024

In yarn production, we minimized environmental impacts through recycling in denim and non-denim production utilizing both recycling and upcycling practices.



OUR CORE GOALS



2025

2025 to lead the transformation of the industry through repeated audits and evaluations that are consistent across all markets in which we operate, and through continuous education for responsible management and our suppliers.

2030

Minimize carbon emissions and water footprint

2040

2040 Make 50% Of Total Production From Sustainable Fibers

2050

Achieve environmentally friendly production and full traceability

W[®]DENIM 016



Innovations continue in Indigo

We saved 100% extra water and 42% extra energy in sulfur and indigo dye.

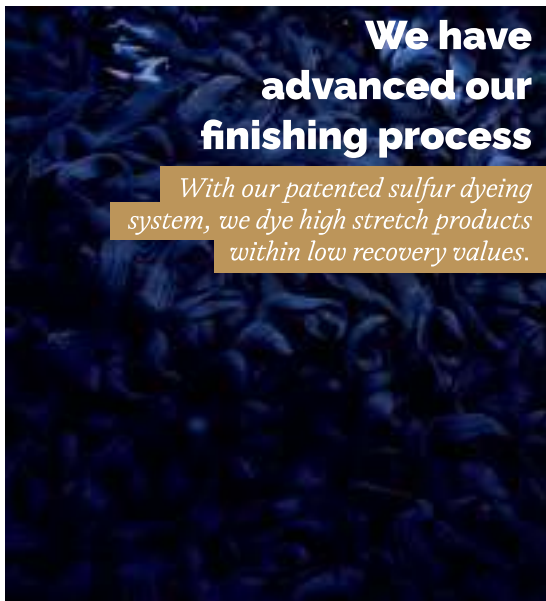


Goal is zero carbon

We produce 175,000 Mwh/year of electricity with solar energy.

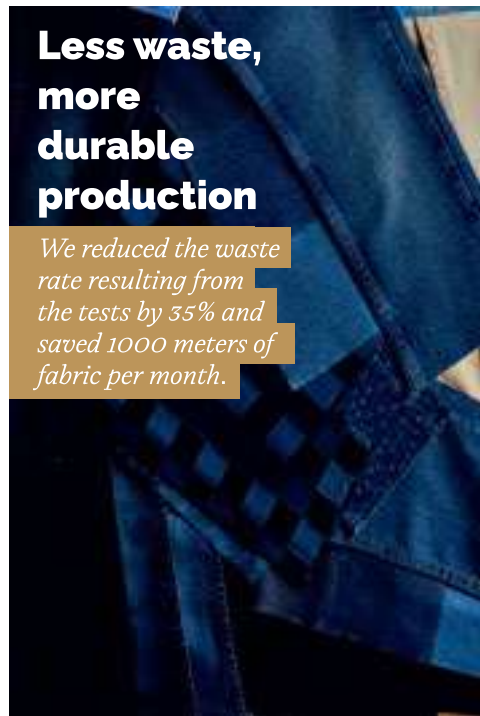


 **PRODUCEfortomorrow**
Basic Principles



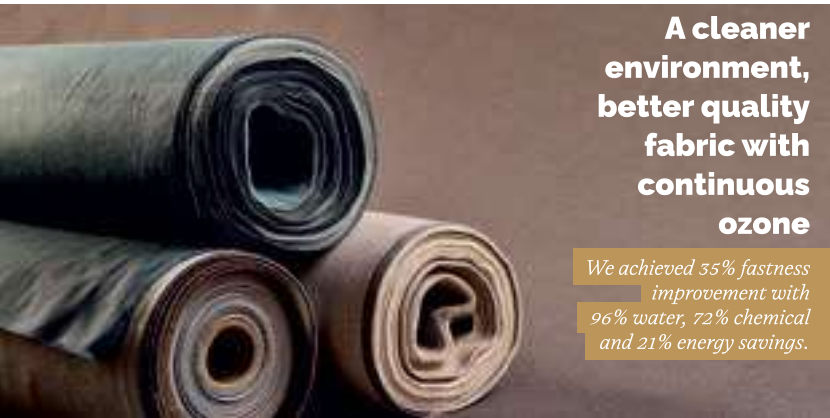
We have advanced our finishing process

With our patented sulfur dyeing system, we dye high stretch products within low recovery values.



Less waste, more durable production

We reduced the waste rate resulting from the tests by 35% and saved 1000 meters of fabric per month.



A cleaner environment, better quality fabric with continuous ozone

We achieved 35% fastness improvement with 96% water, 72% chemical and 21% energy savings.



We will also be a pioneer in regenerative cotton

Sustainability starts from the soil

process



We became the inspiration of the industry

We saved 100% water with Indigo waterless dyeing



Another innovation in Indigo

We reduced energy use by 42% and chemical use by 12%



Quality is always under control

While prioritizing customer satisfaction, we continue our environmentally sensitive production.



We recycle waste dyes

With the filter system we developed, we recycle and reuse %50 of indigo and sulfur dyeing.



collaborations

*Noted brands W Denim is supplying
and collaborating with currently.*

for all mankind
7

FRAME

J.CREW

RiverIsland

GOOD AMERICAN

INDITEX

 Street One

JACK&JONES

TOMMY  HILFIGER

OPUS

Rails

NA-KD

ONLY

Massimo Dutti

SHEIN

CALZEDONIA

GIORGIO ARMANI

CECIL

PRIMARK®

 **Levi's**

LACOSTE 

mavi

COLIN'S

LC Waikiki

DeFacto








W[®]DENİM

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