Pakistan-based vertically integrated denim company Soorty has collaborated with sustainable denim brand Oak & Acorn to create a 30-piece collection to retail in the U.S. and online.

The genderless, seasonless collection is divided into five sub-collections and each one is designed to tell its own
The genderless, seasonless collection is divided into five sub-collections and each one is designed to tell its own story. Each sub-collection centres around the focal theme of the history of denim and, “the Indigenous American and the enslaved Africans who contributed to shaping American manufacturing and denim,” the brands announced in a press release.

The ‘Only for the Rebelles’ collection has launched as part of the ‘Centre Stage’ activation initiative designed to celebrate Black Founders as part of Black History Month at Nordstrom’s New York flagship store until March 28. The collection will also be available at select Nordstrom stores and the department chain’s dedicated e-commerce store. In March, the collection will reach new demographics and launch on e-commerce store Shopbop.

“The fabric selection connects the brand to the history of denim but also to its future as they are also forward-minded, functional, and sustainable,” said Soorty in a press release.

“This collection was dreamed, designed, and engineered with the goal of highlighting precious human value. The core idea comes from the hard experience we’ve all had to endure during the pandemic - the realisation of how much power we have as humans and how easily we could take things for granted.”

By Isabelle Crossley