BRAND BOOK

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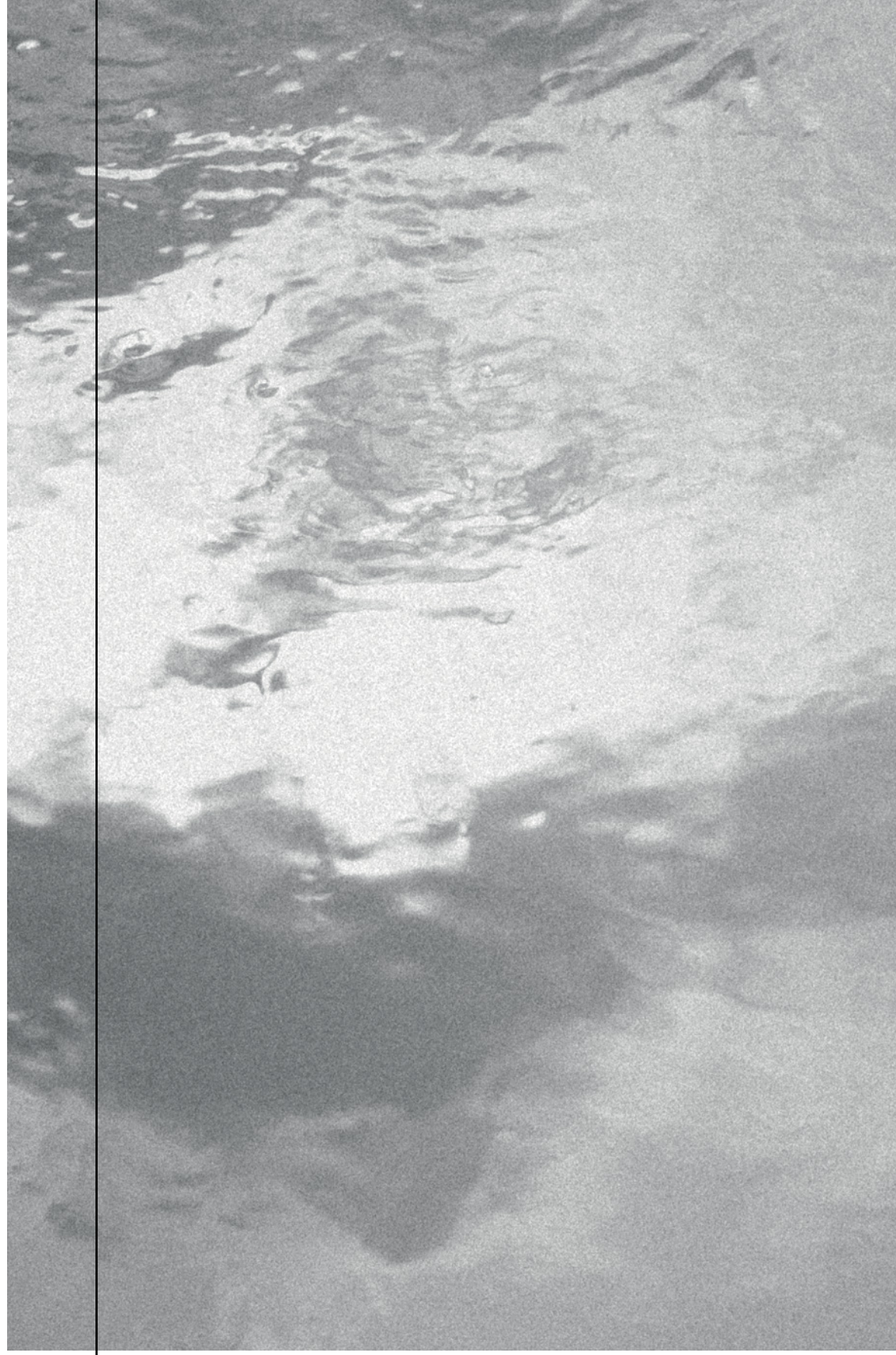
Dream of Nile

1 • MANIFESTO

FIT FINEST.

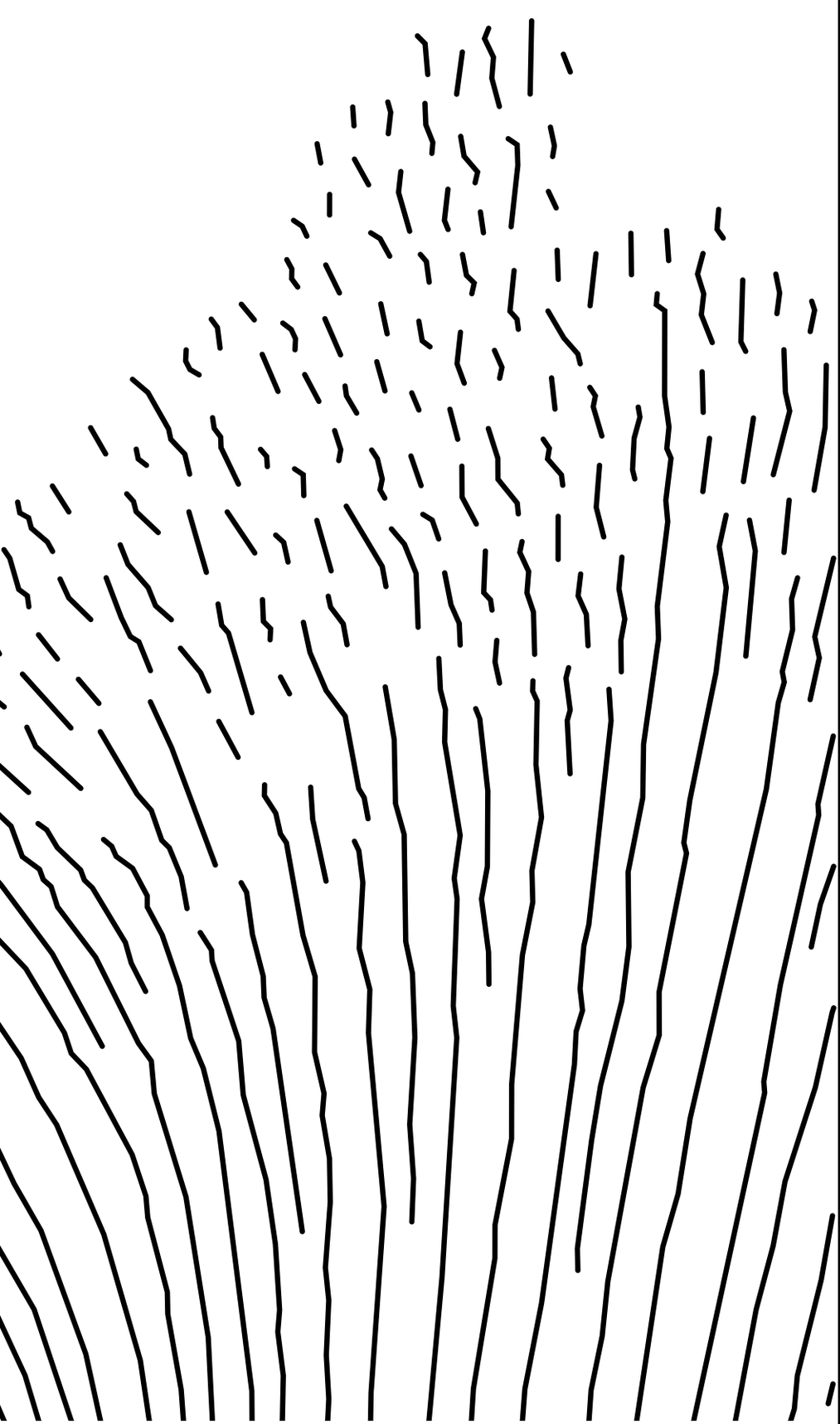
THEY SAY DENIM IS FOR THE TOUGHEST. WE'D RATHER SAY IT'S FOR THE FINEST.

SO, WE TRAVELED TO THE SOUTHERN NILE VALLEY, WHERE THE WORLD'S FINEST COTTON - GIZA 94 - GROWS, PICKED IT, AND CRAFTED A NEW KIND OF DENIM: REFINED, LONG-LASTING, AND SMOOTH AS SILK.



THEY SAY
STAY WITHIN
YOUR LIMITS.
WE'D RATHER
SAY

STEP
BEYOND
THEM.



WE HAVEN'T COME OUT WITH
YET ANOTHER PREMIUM TEXTILE.
THERE ARE A THOUSAND OF THOSE
ALREADY, AND THERE'S NO NEED
TO MAKE ANOTHER ONE.

OUR WORK IS TO SET A NEW
MILESTONE IN DENIM'S GLORIOUS
HISTORY AND RECAST AN EVERYDAY
ESSENTIAL AS AN EXCLUSIVE STAPLE.

WE AIM TO REINVENT
DENIM'S ROLE IN HAUTE
COUTURE AND CHANGE HOW
IT IS PERCEIVED, CREATING
A NEVER-BEFORE-SEEN KIND
OF DENIM THAT BREAKS THROUGH
ITS OLD-FASHIONED LIMITS.

FORGET

DENIM IS

FORGET

DENIM IS

FORGET

DENIM IS

ROUGHNESS.

SOFT

DULLNESS.

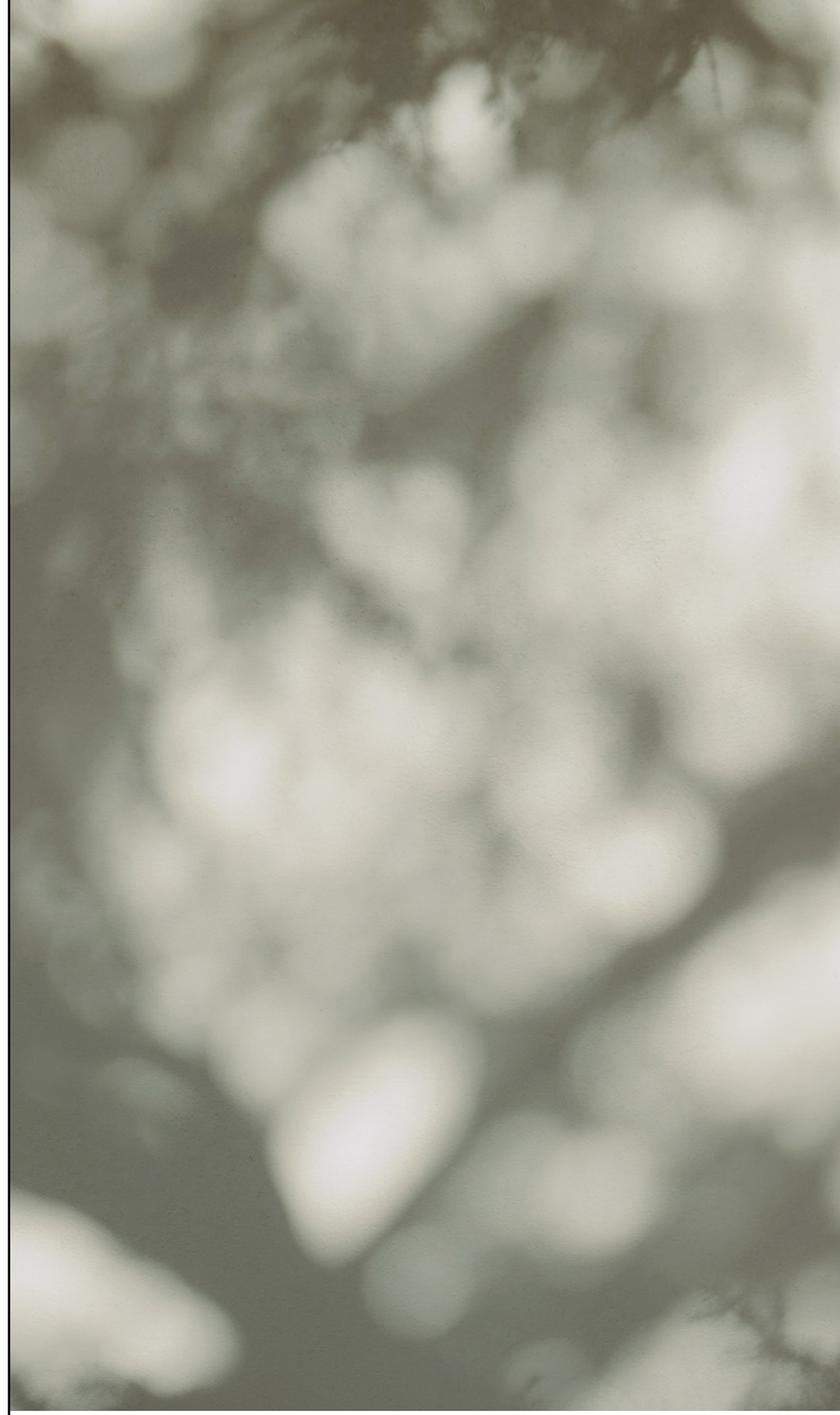
SHINY.

RIPS.

STURDY.

WE WANT YOU TO GO TO EXTREMES.
TO BOLDLY EXPERIMENT
WITH LAYERING AND PADDING
AND DRAPING AND CONTRAST
WITH UNEXPECTEDLY SOFT DENIM,
MADE FOR HIGH FASHION,
NOT JUST FOR JEANS ENTHUSIASTS.

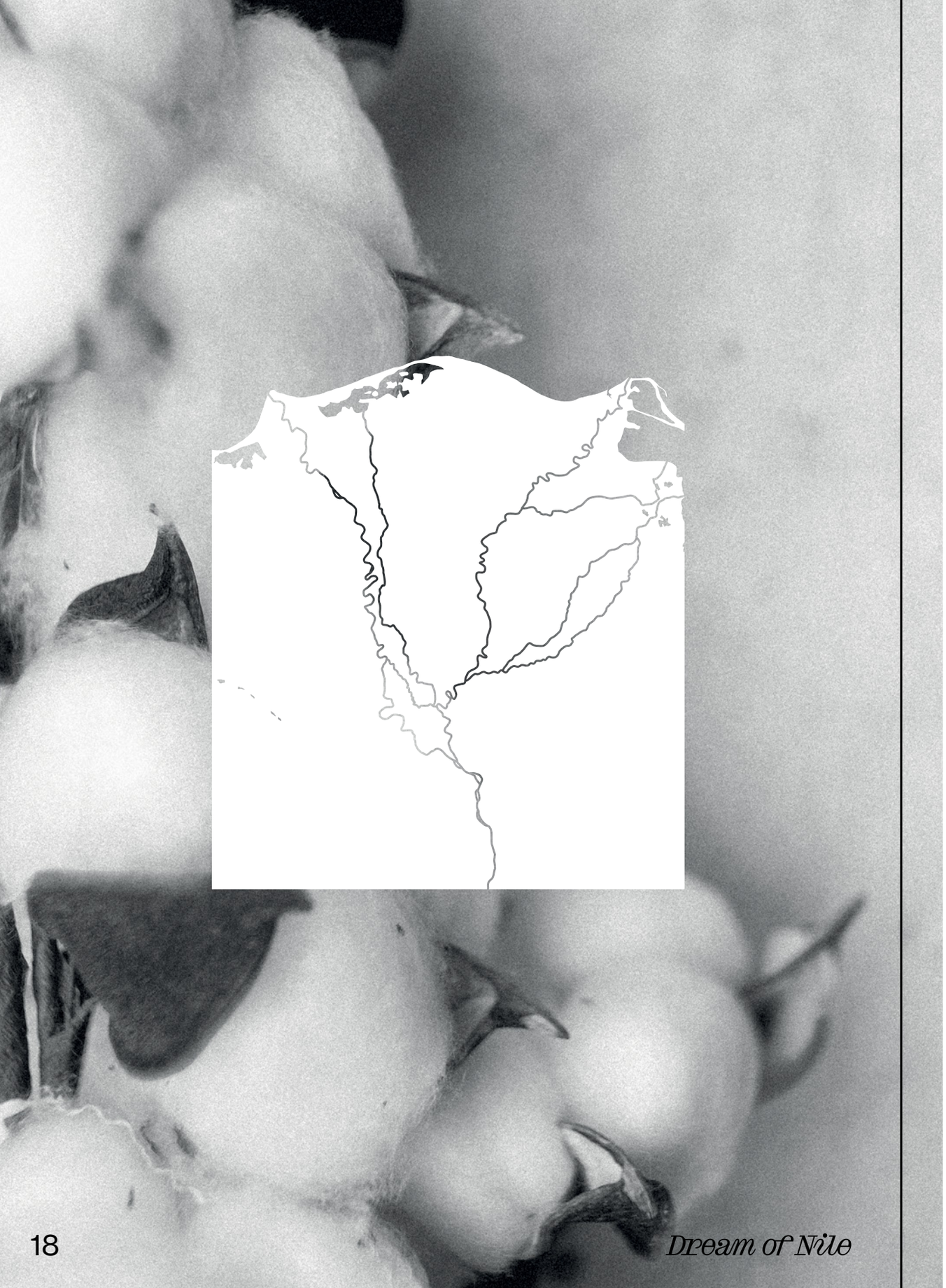
FROM SUITING TO SPORTSWEAR,
USE DENIM WHERE
IT USUALLY ISN'T ALLOWED.
NEED JOGGERS? CHECK IT OUT.
A GALA DRESS? WHY NOT?
TRENCHES? YEP.



THEY STILL
CALL IT
DENIM.
WE'D RATHER
CALL IT
A NEW
FORM OF
EXPRESSION.

Dream of Nile
FIT FINEST.

2 • COTTON



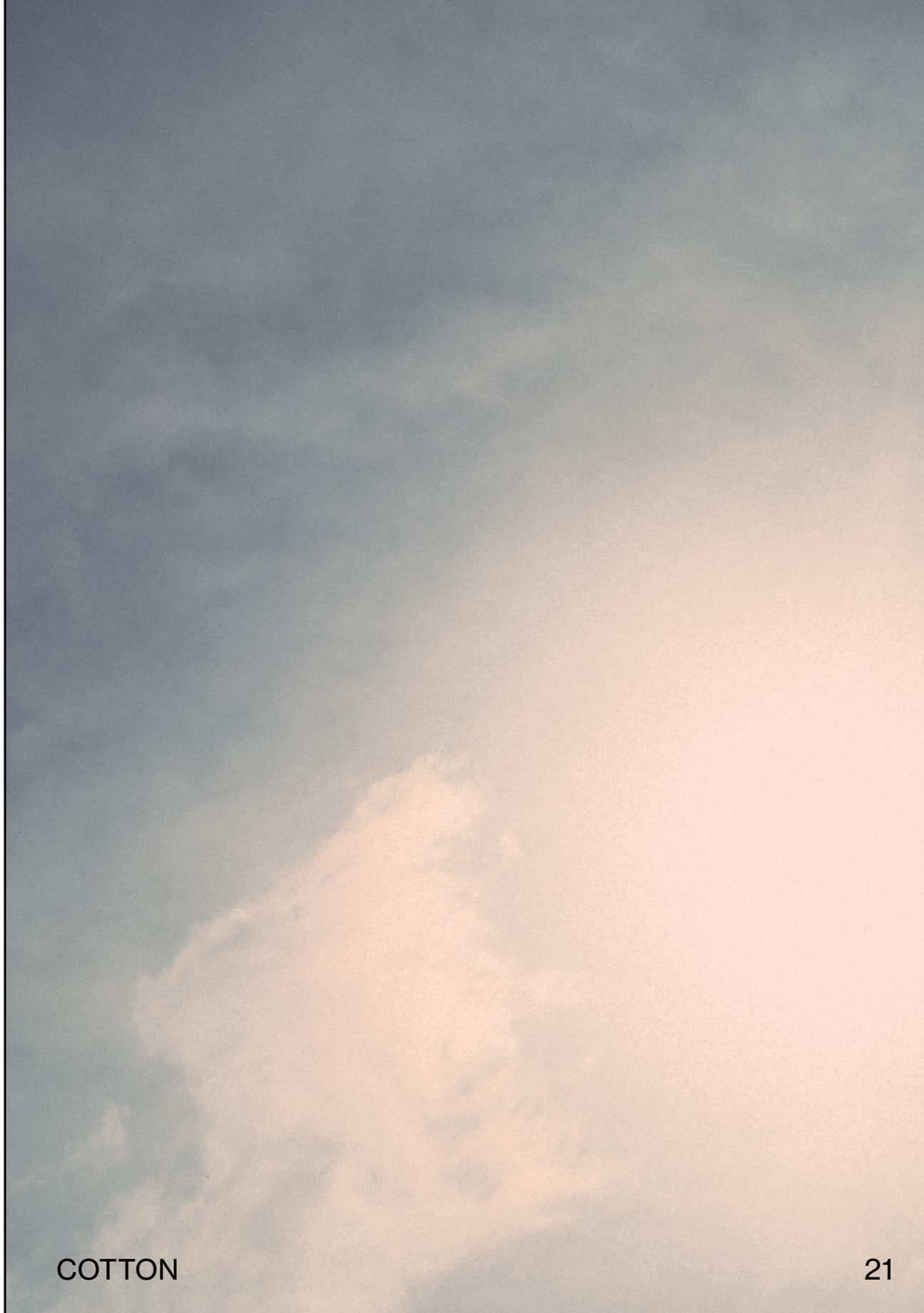
EGYPTIAN COTTON.
THE BEST, NO LESS.

DREAM OF NILE
COLLECTION OFFERS
DENIM AND GABARDINE
MADE ENTIRELY
WITH GENUINE GIZA 94
EGYPTIAN COTTON.

ALSO KNOWN AS LONG-STAPLE COTTON,
IT'S REGARDED AS THE WORLD'S FINEST:
ITS HIGHLY RESISTANT SOFT YARN ABSORBS
COLOR WELL AND MAKES IT BRIGHTER.

EGYPT IS NOT JUST ABOUT PYRAMIDS, STRIKING MYTHICAL GODS AND THE SAHARA DESERT. SINCE ANTIQUITY, THE RIVER NILE'S WATERS HAVE FORMED LUSH, SOIL-RICH FERTILE VALLEYS.

HERE, WITHIN THE NILE DELTA - NOURISHED BY INTENSE SUN AND BATHED BY HEAVY RAINS - GROWS THE HIGHEST QUALITY COTTON IN THE WORLD: GIZA, THE ESSENTIAL FEATURE OF HIGH FASHION'S BEAUTIFUL GARMENTS.



HOW TO GROW FABRIC.

IT STARTS WITH DOING SOME GROUNDWORK. PICKING THE LAND IS NOT AS EASY AS IT MIGHT SEEM: THE CHOSEN FIELD SHOULD NOT HAVE BEEN PLANTED WITH COTTON FOR A MINIMUM OF TWO YEARS TO GUARANTEE HIGH QUALITY AND PRODUCTIVITY.

SO, CROP ROTATION IS A MUST, INCREASING THE UNIQUENESS OF EGYPTIAN COTTON.

IN MARCH, ABOUT 20–25 DAYS BEFORE SOWING COTTON SEEDS, PLANTERS PREPARE THE SOIL: IT HAS TO BE ABSOLUTELY DRY SO THE PLANTS GROW STRONGER. ONCE THE COTTON IS SEEDED, IT'S TIME TO KEEP IT HYDRATED: IRRIGATION COMES IN. AROUND JULY AND AUGUST, THE PLANTS MATURE, FLOWERS START TO OPEN, AND FARMERS CHECK FOR BUGS AND PESTS TO MAINTAIN THE CROP HARVEST.

SEPTEMBER AND OCTOBER ARE THE PICKING MONTHS. HARVESTERS STILL HAND-PICK THE COTTON FROM MALVACEAE PLANTS, AS THIS IS THE ONLY WAY TO ENSURE PERFECT, CONTAMINATION-FREE COTTON.

AFTER THE HARVEST, THE COTTON IS GINNED - THE PROCESS WHERE STAPLES AND SEEDS ARE SEPARATED - SPUN, THEN WOVEN INTO OUR DENIM AND GABARDINE.

A LONG, LONG, LONG–STAPLE.

GOOD COTTON IS ABOUT VARIETY, STRENGTH, UNIFORMITY, ELASTICITY, AND COLOR.

FOR THE HIGHEST QUALITY, YOU NEED TO LOOK AT THE LENGTH OF THE COTTON FIBERS: THE LONGER THE THREAD, THE BETTER. AND YES, MILLIMETERS MATTER.

EGYPTIAN COTTON FIBERS ARE LONG (LS), AND EXTRA-LONG (ELS). THIS MEANS GREATER STRENGTH, AS THE FABRIC SURFACE HAS FEWER EXPOSED FIBER ENDS, WHICH IS USUALLY THE SPOT WHERE THE SIGNS OF WEAR APPEAR.

LONG FIBERS ALSO MEAN THINNER YARNS, SO WE CAN TIGHTLY WEAVE MORE FIBERS WITHIN A SQUARE INCH, REACHING A HIGHER THREAD COUNT OVERALL. THIS TIGHT WEAVE GIVES OUR FABRICS THE LUXURIOUS,

LUSTROUS SHEEN YOUR DESIGNS REQUIRE, WITH A SMOOTH AND SOFT TEXTURE THAT FEELS LIKE SILK TO THE TOUCH.

EGYPTIAN COTTON'S FIBERS ARE FAR MORE POROUS TOO. THEY ABSORB LOTS, AND LOTS, OF WATER, DON'T WRINKLE EASILY,

Gossypium barbadense (cotton) plant and flower

AND HOLD A DYE BETTER THAN OTHER FIBERS. THE COLOR APPEARS BRIGHTER AND MORE VIVID, ENDURING FAR MORE WASHES BEFORE SHOWING ANY SIGNS OF FADING.

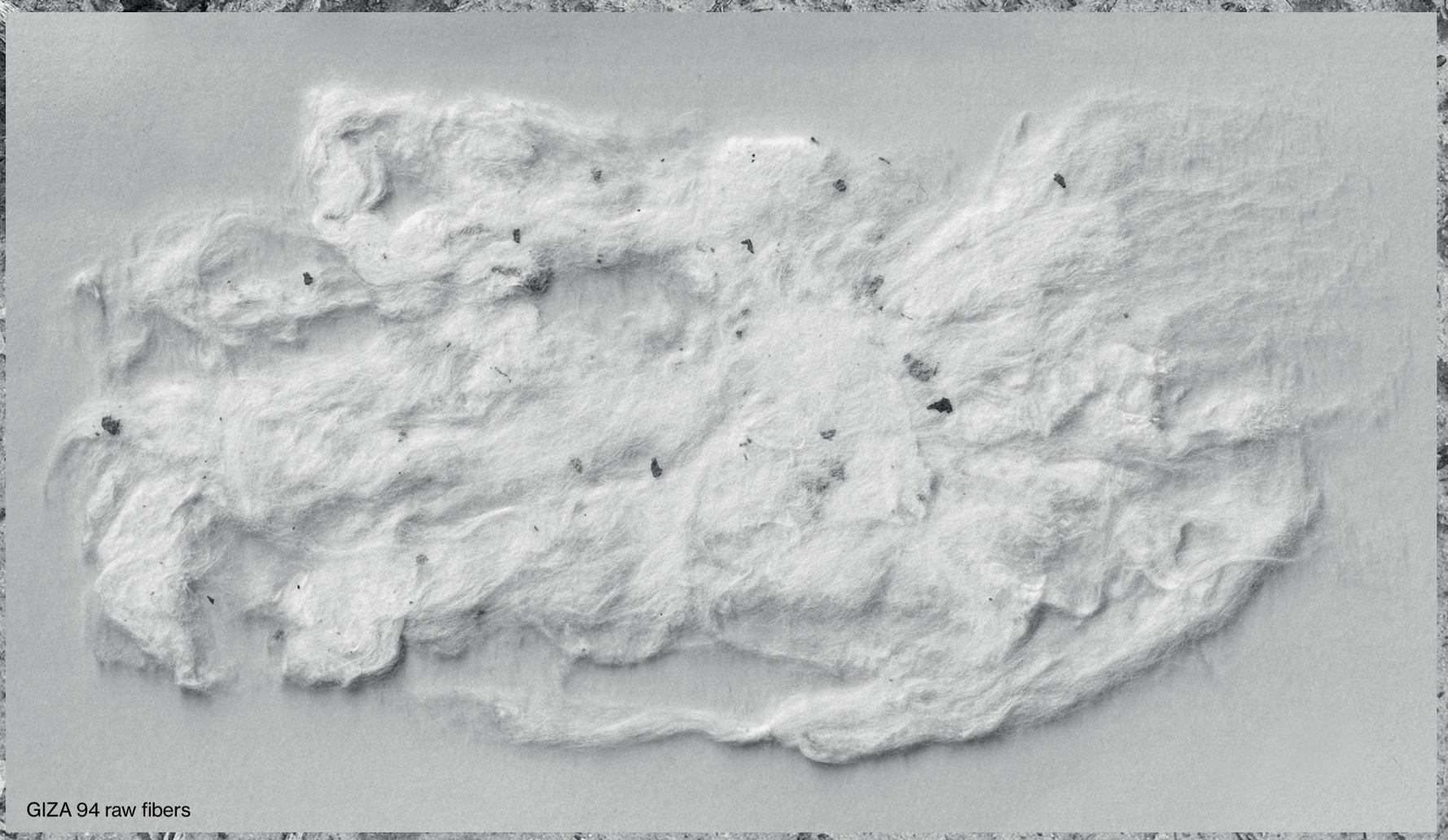
AS GOOD AS IN THE OLD DAYS.

COTTON IS THE ULTIMATE SYMBOL OF EGYPT, MUCH LIKE PASTA FOR ITALY OR WINE FOR FRANCE. BUT IN THE PAST DECADE, FAKE AND UNLICENSED PRODUCTS HAVE DIMINISHED ITS PRESTIGE.

TODAY, EGYPTIAN COTTON HAS ITS OWN TRACEABLE DNA: FIBER ANALYSIS ENSURES GENUINE, GUARANTEED PRODUCTS, THUS DRIVING ITS MOMENTUM AGAIN.

ALL OF OUR TEXTILES ARE CERTIFIED BY THE COTTON EGYPT ASSOCIATION, THE TOP BODY FOR THE COUNTRY'S COTTON INDUSTRY, ENSURING THE FABRIC'S AUTHENTICITY AND PROVIDING PRODUCT TRACEABILITY. WE GIVE YOU THE BEST, NO DISCUSSION.

3 • GIZA 94



GIZA 94 raw fibers

FROM THE BEST'S BEST TO THE BEST'S BEST.

2.1
GIZA 94

EGYPTIAN COTTON FALLS INTO SEVERAL GIZA CATEGORIES WITH DIFFERENT STAPLE LENGTHS AND QUALITY. WE WORK EXCLUSIVELY WITH THE GIZA 94.

NAMED AFTER THE YEAR IT WAS DEVELOPED, IT IS A PREMIUM LONG-STAPLE COTTON VARIETY THAT GROWS ONLY IN LIMITED QUANTITIES AROUND THE NILE VALLEY'S DELTA REGION.

IT FEATURES AN EXTREMELY FINE LONG-STAPLE THAT GIVES FABRICS A UNIQUE TEXTURE AND TOUCH. IT'S SPUN INTO FINER YARNS AND THEN WOVEN INTO SOFT, SMOOTH-AS-SILK, LUXURIOUS DENIM THAT ALMOST SHINES.

2.2
WEAR AND DON'T TEAR.

OUR FABRIC IS BUILT TO LAST, NO MATTER WHAT. DENIM MADE FROM GIZA 94 COTTON IS THREE TIMES MORE LONG-LASTING THAN ANY OTHER PREMIUM DENIM WITH A SIMILAR WEIGHT AND WEAVING CONSTRUCTION. FABRIC COMPOSITION AND FINISHING MATTER TOO, BUT WHEN SPINNING THE LONG, FINE GIZA 94 YARNS - WE ARE TALKING ABOUT A 34MM AND MORE LENGTH, WHILE THE AVERAGE COTTON STAPLE IS JUST 26MM - WE CAN TIGHTLY WEAVE MORE FIBERS WITHIN A SQUARE INCH, ACHIEVING A SIGNIFICANT DENSITY AND STRENGTH OF MATERIAL.

SO, IF ONE PREMIUM PAIR OF JEANS, WOVEN ON AN OLD SHUTTLE LOOM LASTS YOU FOR ALMOST A LIFETIME, OUR 5-POCKET DENIM WILL ENDURE FOR GENERATIONS TO COME.

2.3
TAKING A SHINE TO DENIM.

COTTON IS USUALLY DULL, AND SO IS DENIM. BUT OURS SHINES. ONCE AGAIN, IT'S ALL ABOUT THE EGYPTIAN COTTON'S LONG-STAPLE FIBERS. TIGHTLY WOVEN DENIM HAS A RICH AND DENSE YARN SURFACE ON ITS CLOTH, CREATING A FANTASTIC SHEEN AND LUSTER THAT LOOKS SIMILAR TO SILK.

2.4
THE SOFTER, THE STRONGER.

GIZA 94 COTTON IS SURPRISINGLY SOFT. WE SPENT A LONG TIME LOOKING FOR THE ULTIMATE SOFT COTTON BECAUSE WE WANTED TO CRAFT SMOOTH DENIM WITHOUT BLENDING IT WITH OTHER FIBERS. WE WERE LOOKING FOR 100% COTTON DENIM, NO COMPROMISE.

GIZA 94 IS SOFT BY NATURE, BUT WHEN SPUN BECOMES EVEN SMOOTHER: LONG-STAPLE FIBERS LET US USE A LOWER TWIST MULTIPLE WHILE KEEPING A SOLID YARN STRENGTH. SO, THE OUTCOME FEATURES A SILKY TOUCH WOVEN INTO THE DENIM, OPENING UP ENDLESS CREATIVE APPLICATIONS.

2.5
LIMITED RESOURCES. LIMITLESS IMAGINATION.

EGYPTIAN COTTON IS THE WORLD'S RAREST. AS IT GROWS EXCLUSIVELY AROUND THE NILE RIVER WITH SPECIFIC ENVIRONMENTAL CONDITIONS - FERTILE SOIL, HEAVY RAINS, EXTREME HUMIDITY AND WARM CLIMATE - ITS PRODUCTION IS QUITE RESTRICTED AND REPRESENTS LESS THAN 0.5% OF THE WORLD'S COTTON PRODUCTION.

GIZA 94 IS AVAILABLE IN LIMITED QUANTITIES, AND ITS CULTIVATION CANNOT BE REPLICATED ELSEWHERE.

THAT'S WHY OUR TEXTILES ARE SO PRECIOUS. USE THEM TO MAKE SOMETHING EXTRAORDINARY.

COMPARISON TABLE:
TECHNICAL PERFORMANCES OF EGYPTIAN COTTON LONG-STAPLE TYPOLOGIES.

Measured By HVI & Micromat
from 1/9/2021 until 31/05/2022
season 2021/2022.

Tested by USDA Mode.
Samples Drawn by CATGO.

VARIETY	G45	G97	G87	G96	G92	G93	G92 Bio cotton	G92 BCI	G86	G94	G94BCI	G94 BCI propagation	G94 propagation	G95
Upper Half Mean Lenght (mm)	35,36	33,12	34,76	36,24	33,57	36,90	33,43	33,71	33,47	34,28	34,68	34,51	34,43	28,95
Uniformity index (%)	87,6	85,5	87,3	88,3	87,1	88,4	87,5	87,5	87,2	87,1	86,9	87,6	87,1	83,0
Short Fiber (%)	5,4	6.4	5,4	5,4	5,8	5,4	6,3	5,7	5.7	5,6	5,5	5,6	5,6	8,2
Strength (gm/tex)	44,0	43,0	42,0	47,5	47,2	44,3	47,3	49,2	46,1	41,8	42,1	43,3	42,9	36,5
Mic Reading (u/inch)	3,02	3.78	3,05	3,91	3,45	2.91	3,18	3,68	4,41	3,70	3,79	3,63	3.57	4,02
Reflectance (RD)	71,6	74.9	72,9	76,4	77.1	67.8	77	76,6	74,5	76,7	77,1	79,3	78,2	68,9
Yellowness (+b)	8,7	9,0	9,9	8,8	8,6	10,9	9,0	8,6	8,8	8,9	8,9	9,2	8,9	11,8
SCI	219	197	211	229	222	225	226	226	209	205	205	214	210	153
Maturity (%)	71	74	75	77	73	65	71	74	81	74	74	-	72	79
Hair Weight (m.Tex)	112	143	119	147	133	126	131	134	160	144	144	-	141	149
Trash (%)	6,3	3,9	6,8	2,9	3,8	5,6	3,6	4,0	4,1	3,5	3,4	3,4	3,3	4,2
Neps Count/Gram	228	148	269	114	166	165	178	141	108	153	139	155	152	136
No. of Samples	5	36	30	111	55	7	4	49	478	3122	18	21	277	384

4 • IN ACTION

CREATE UNPREDICTABLE GARMENTS AT THEIR MOST RIVETING.

CUTTING-EDGE FABRICS HELP YOU TO DESIGN CLOTHES THAT PUSH THE CONVERSATION FORWARD. TURN ON AN ANYTHING-GOES CREATIVE PROCESS AND STREAMLINE NOT ONLY 5-POCKET JEANS BUT GARMENTS SUCH AS TEES OR BALLOON PANTS MADE OF DENIM.

GENUINE EGYPTIAN COTTON LETS US CRAFT TEXTILES THAT YOU CAN TRANSFORM INTO WHATEVER YOU NEED.

THE LOOK AND FEEL, WHICH IS SMOOTH AND HARD-WEARING, LUSTROUS AND YET UNMISTAKABLY DENIM AT THE SAME TIME, IS NOT WHAT YOU'D TYPICALLY EXPECT IN A PAIR OF JEANS, BUT THAT'S THE WHOLE POINT. PLEATED DETAILS, VOLUMINOUS SHAPES, ROMANTIC EXTRAVAGANZA.
ANYTHING IS POSSIBLE.

YOU CAN DESIGN AND CRAFT EVEN TIGHT-FITTING GARMENTS THAT STILL LEAVE ROOM FOR COMFORT.

EGYPTIAN COTTON IS EFFORTLESSLY SOFT AND BREATHABLE WITHOUT ADDITIONAL STRETCHABLE FIBER COMPONENTS, FREEING YOU TO CHOOSE LOOSE SILHOUETTES TO PROVIDE COMFORT.

← Slim sailor pants in Tutgiza 40 Ink take wearers straight into the comfort era.
↑ p.41 Thutmos/W textile in Black Wave finish gently fits the body silhouette required by a formfitting summer dress.

→ Khaki-dyed Nubia/21 gabardine sets a new mark in sports coolness with statement-making balloon pants.
↑ p.46 Degradé blouson in Nubia/21.
↑ p.47 Thutmos/W Ink denim for an evening-appropriate blouson.

→ Wide pleated pants in Hanbal/21 gabardine recall the textile's elasticity and readiness.
↑ p.50 Anubis STR denim in Ink adds a lush smoothness to the worker dress.

← A Zipped shirt in degradé-treated Nubia/21 textile lets wearers step away from monochrome uniformity.
↓ p.56 Nubia fabric serving softness on a double-breasted jacket, matched with pleated pants in blue-dyed Hanbal.
↓ p.57 Ramses denim in Ocean Light bleach offers a fresh new take on the jabot shirt classic codes.

Dream of Nile

DREAM OF NILE IS A BRAND
OF SHARABATI DENIM
SHARABATI-DENIM.COM

SHARABATI
DENIM

COLOPHON

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