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Lenzing in Movement – the Fiber Movement in Shanghai

Following the fabric fair Intertextile and after sponsoring the National Conference with a fashion show as a major highlight, Lenzing is now back with a Fiber Show of a very special kind. The show does not feature fashion but rather pays tribute to Lenzing Fibers. Lenzing Modal®, TENCEL® and Lenzing Viscose® are brought to life on the stage by means of a dance performance. In a new and unconventional way, dancers symbolize the applications and properties of Lenzing fibers.

TENCEL® - the new age fiber - with its wide-ranging fiber properties such as skin sensory properties and moisture management, is an ideal choice for sportswear and home textiles/bed clothes. A dance with lengths of cloth symbolizes the unlimited possibilities available with TENCEL®.

With its ultimate softness factor Lenzing Modal® - makes the world a softer place –makes every textile supplier and softer. The dance performance illustrates the perfect partnership enjoyed by Lenzing Modal® and cotton. The interpretation is both creative and inspiring.

The Fiber Show, the Lenzing Fiber Movement, was presented in Paris on the occasion of the fabric fairs Texworld and Première Vision for the very first time and is currently on tour in Asia. After Mumbai, Shanghai is the second stop-off for the international show group CAPA which performs this dance exclusively for Lenzing.

The Lenzing Group

For years the Lenzing group, with its headquarters in Lenzing in Upper-Austria, has been setting standards in the field of man-made fibers with its policy of quality and innovative strength. The fibers from the renewable raw material wood (Viscose, Modal and Lyocell) are used both in the textile industry – in the field of fashion, home textiles and technical textiles – as well as in non wovens (e. g. non woven fabrics for hygiene, medical and cosmetic applications).

Moreover the group is active in machine and plant construction and in the production of plastics and paper.

Facts and figures 2004:

Sales: € 871.1 million
Export share: 80%
Production: 414,000 tons of fibers
Employees: 4,845