

Lenzing Fibers (HK) Limited
801-806 8/F, Lu Plaza
2 Wing Yip Street, Kwun Tong
Kowloon, Hong Kong
www.lenzing.com

Phone +852 3718 5675
E-mail r.ng@lenzing.com

TENCEL™ and RCGD Global bring eco-couture to the spotlight at the world premiere of “AVATAR: The Way of Water”

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- TENCEL™ brand and RCGD Global extend collaboration to spotlight eco-conscious red carpet looks at the world premiere of the “AVATAR: The Way of Water” in London
- TENCEL™ branded lyocell fibers featured in bespoke looks Vivienne Westwood and Huntsman, worn by Hollywood power couple Suzy Amis Cameron and James Cameron



Hollywood power couple Suzy Amis Cameron (right) and James Cameron (left) in bespoke looks by Vivienne Westwood and Huntsman made of TENCEL™ branded lyocell fibers. *Photo credit: Getty Images/ RCGD Global*

Lenzing – Lenzing’s flagship textile brand, TENCEL[™], joined forces with RCGD Global once again to spotlight eco-couture on the red carpet of the “AVATAR: The Way of Water” premiere. Dressed in sustainable bespoke outfits made from TENCEL[™] branded fibers and TENCEL[™] LUXE filament yarn, Suzy Amis Cameron and James Cameron represented RCGD Global on the red carpet, following the organization’s newly launched sustainable style guide.

“TENCEL[™] has a long-standing partnership with RCGD Global to promote eco-couture at the Oscars. We are proud to extend the collaboration to other red carpets and further promote the adoption of sustainable materials in luxury fashion and beyond. Red carpet events does not only reach a wider audience, they are also great platforms to demonstrate that fashion can be sustainable. Through leading by example, together, we can propel the fashion and textile industry towards a more sustainable and circular future,” said Harold Weghorst, Global Vice President of Marketing and Branding at Lenzing AG.

“We are once again delighted to collaborate with TENCEL[™] on another momentous occasion for RCGD Global. Avatar II is a film close to our hearts and one with such an important sustainable message. For our first ever red-carpet moment beyond the Oscars, we wanted to shine a light on fabric innovations and showcase eco-conscious fashion in a way the mirrored the films core theme,” said Samata Pattinson, CEO at RCGD Global.

Suzy Amis Cameron stunned in an ethical and eco-responsible custom-made [Vivienne Westwood](#) gown made from a luxurious navy fabric that featured TENCEL[™] branded lyocell fibers. The gown presents a draped bodice and an elegant train that delicately cascades from the shoulder to the ground.

At the event, James Cameron wore a beautiful timeless [Huntsman](#) black tuxedo, made from TENCEL[™] Lyocell fibers.

RCGD Global and TENCEL[™] continue their partnership to showcase occasionwear using materials made of cellulose-based botanic materials or recycled materials to drive circular economy in fashion. To qualify as an RCGD Global eco-conscious garment, each piece must be made from sustainable materials - including organic, recycled or repurposed fibers. Derived from sustainably sourced natural raw material wood, TENCEL[™] Lyocell fibers are fully biodegradable and compostable. The fibers are also produced in an award-winning closed-loop process that maximizes resource efficiency with low environmental impact. Apart from its strong sustainability profile, TENCEL[™] Lyocell fibers are known to be naturally soft and smooth to the touch and breathable, providing the wearer with long-lasting comfort. The fibers also give the end fabric a luxurious sheen and high drapability.

Photo download:

[Images can be downloaded here.](#)

For more information please contact:

Rita Ng

Head of Marketing Services – Lenzing

Phone: (852) 3718 5675

Email: r.ng@lenzing.com

About TENCEL™ and TENCEL™ LUXE

TENCEL™ is the flagship brand under The Lenzing Group that covers textile specialty product fiber offerings. Since 1992, the TENCEL™ brand has been driving the evolution of fiber solutions for the apparel and home textile segments through several industry-first innovations and environmentally responsible production processes. Product brands under TENCEL™ include TENCEL™ Active, TENCEL™ Denim, TENCEL™ Home, TENCEL™ Intimate, TENCEL™ LUXE and TENCEL™ for Footwear. Featuring botanic origin and biodegradable quality, TENCEL™ branded modal and lyocell fibers are also gentle on skin with smooth, long-lasting softness, color vibrancy and color retention features. TENCEL™ Lyocell fibers are versatile and can be combined with a wide range of textile fibers to enhance the aesthetics and functionality of fabrics. Through moisture management, TENCEL™ Lyocell fibers can also absorb moisture efficiently. Offering endless design possibilities, TENCEL™ Modal fibers can be blended with other fibers and processed using conventional machinery, significantly improving the softness and comfort of fabrics.

TENCEL™ LUXE branded lyocell filament yarn is derived from wood grown in sustainably managed forests, in line with the stringent guidelines of the Lenzing Wood and Pulp Policy. The silk-like continuous filament yarn is produced in an environmentally sound closed-loop process that recycles process water and reuses the solvent at a recovery rate of more than 99%. Registered with The Vegan Society, TENCEL™ LUXE filament yarn offers with its luxurious touch a botanic, biodegradable alternative to silk. Fabrics containing TENCEL™ LUXE filaments drape beautifully while offering natural comfort. Created to be versatile, TENCEL™ LUXE filaments can be made from 100% TENCEL™ LUXE and also blend superbly with other noble filaments and fibers such as silk, cashmere, linen or wool. TENCEL™ LUXE is a unique filament yarn created for the high-end fashion market under TENCEL™, the textile specialty brand of The Lenzing Group.

About RCGD GLOBAL

RCGD Global is a women-led global change-making organisations working from 'moment' to movement, bringing global cultural sustainability to the forefront of conversation and action within the fashion and design world. Celebrating its 10th year of the Red Carpet Green Dress campaign initiative at the Oscars, RCGD Global was initially conceived as a design contest by Suzy Amis Cameron (actress, environmental advocate, and author) when faced with the lack of ethical fashion choices while attending global premieres of husband James Cameron's 'Avatar'. The organisations' work has since developed to include collaborations with global and small independent brands, partnerships delivering sustainable design solutions such as regenerative materials, educational work with the emerging design community - including workshops, internships and work experience, and international design contest initiatives. Alongside a consultancy offering, RCGD Global's R & D division delivers thought-leadership work for the industry, working with leading institutions such as Institute for Sustainability Leadership, University of Cambridge and University of California, Berkeley.

RCGD Global works to draw attention to the importance of more sustainable practices in the design world and to be part of bringing those solutions to a global, culturally diverse market. Leading fashion houses including Louis Vuitton, Vivienne Westwood, Armani, Elie Saab, Swarovski, Christian Siriano, Bulgari, Dunhill and Reformation have joined the campaign to create sustainable red carpet wear. Celebrities including Sophie Turner, Laura Harrier, Emma Roberts, Marlee Matlin, Danielle MacDonal, LaKeith Stanfield, Camila Alves, and Naomie Harris have joined the campaign as representatives of its Oscars red carpet green dress initiative. RCGD Global's work has been featured in VOGUE, Vanity Fair, W Magazine, People, The Hollywood Reporter, WWD, Washington Post, Harper's Bazaar, Refinery29, The Guardian, ELLE, LA Times, The New York Times, Business of Fashion amongst others, across over 100 countries.

Helmed by CEO, Samata Pattinson, a prior winner of the Global Design Contest in 2011 with over a decade of experience, Red Carpet Green Dress unveiled its rebrand to RCGD Global in 2022, to fully encompass the multitude of spaces that the organisation exists in with a focus on four core pillars:

- > Collaborating with respected and mainstream platforms to foster sustainable conversations and action
- > Developing accessible sustainable design solutions which create real effective change
- > Being part of creating a more socially fair, equitable and representative industry
- > Helping to find language to create change

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#RCGD



Press release

www.rcgdglobal.com

About Suzy Amis Cameron

A noted environmental leader, business pioneer, mom of five and grandma, Suzy Amis Cameron is committed to caring for our wild, living Earth, with a focus on plant-based food to address climate change. She is the author of *The OMD Plan: Swap One Meal a Day to Save your Health and Save the Planet* (Simon & Schuster) and the founder of the OMD Movement, an advocacy group dedicated to transforming eating habits and expanding access to climate-friendly food for all. Taking her knowledge to the next level, Suzy earned her Plant-Based Nutrition Certificate through eCornell, Cornell University's online learning platform in 2021. In 2005, she founded MUSE Global School, with her sister, Rebecca Amis. MUSE is the first school (ECE-12th grade) in the country to be 100% solar powered, zero waste, and with a 100% organic, plant-based lunch program. Based on MUSE's values and curriculum, MUSE Global was launched in 2018 to franchise the school worldwide. As a solution to COVID-19, Suzy and her husband, James Cameron founded MUSE Virtual, a holistic, K-12 online learning platform providing interactive, innovative education to students across the world. Suzy is honored to be a Global Visionary for UBS as she inspires leaders across the world to create impactful change for our planet. She also serves on the Board for LIVE-KINDLY, whose focus is to be the change you want to see in the world through humanity, and also the Mission Board for IMAGINE that works with CEOs who are building their companies into beacons of sustainable business. Additionally, she is co-founder of the plant-based ventures, Verdient Foods, Cameron Family Farms, Food Forest Organics and Plant Power Task Force. In 2009, she launched Red Carpet Green Dress, a global sustainable fashion campaign showcasing environmentally responsible fashions in partnership with The Oscars. Suzy is also an Executive Producer of *The Game Changers*, a documentary on world-class plant-based athletes and *MILKED*, a documentary that exposes the whitewash of New Zealand's multi-billion-dollar dairy industry. Formerly, as an actor, she was featured in more than 25 films, including *The Usual Suspects* and *Titanic*.

Appendix:

More details on the RCGD Global x TENCEL™ red carpet looks

Here is an overview of the materials used in the red carpet looks.

Photo download: [Images](#)

- Name of celebrity :** Suzy Amis Cameron
- Designer :** Vivienne Westwood
- Material 1 :** Fabric made of 58% TENCEL™ Lyocell and 42% Acetate
- Mill partner :** XINSUNTEX, China
<http://www.xinshengtex.net/>
- Material 2 :** Fabric made from TENCEL™ Lyocell
- Mill partner :** Mozartex, China
<http://www.mozartex.com.cn/>



- Name of celebrity :** James Cameron
- Designer :** Huntsman
- Material 1 :** Fabric made of 100% TENCEL™ Lyocell
- Mill partner :** XINSUNTEX, China
<http://www.xinshengtex.net/>
- Material 2 :** Fabric made of 58% TENCEL™ Lyocell and 42% Acetate
- Mill partner :** XINSUNTEX, China
<http://www.xinshengtex.net/>

