

TENCEL™ and RCGD Global bring eco-couture to the spotlight at the US and UK premieres 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 premieres of the “AVATAR: The Way of Water” in London and Los Angeles
- TENCEL™ branded lyocell fibers and TENCEL™ LUXE lyocell filament featured in bespoke looks and styling items by Tyler Ellis, Huntsman and Vivienne Westwood, worn by Zoe Saldaña, Henry Cavill and Hollywood power couple Suzy Amis Cameron and James Cameron



Zoe Saldaña (left) and Henry Cavill (right) on the red carpet at “AVATAR: The Way of Water” premiere in Los Angeles wearing custom items by Tyler Ellis and Huntsman featuring fabric made of TENCEL™ fibers.

Photo credit: Getty Images/ RCGD Global



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 at the London premiere.

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 and carrying items made from TENCEL™ branded fibers and TENCEL™ LUXE filament yarn, Zoe Saldña, Henry Cavill, 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 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 that mirrored the films' core theme," said Samata Pattinson, CEO at RCGD Global.

In Los Angeles, leading actress Zoe Saldña stepped out on the red carpet at the premiere in support of the RCGD Global x TENCEL™ sustainability campaign carrying a black clutch bag by [Tyler Ellis](#) lined with a fabric made of biodegradable TENCEL™ fibers. Styled by Petra Flannery, the bag's lining was in a shade of blue that plays homage to Avatar.

At the same event, British actor Henry Cavill wore a double-breasted coat with peak lapel and straight pockets, created by [Huntsman](#) using TENCEL™ Lyocell fibers, with a strong waistline and high armhole.

"I decided to support RCGD Global, because they are highlighting yet another way for us all to take a step in protecting the planet and her people. It's highly unlikely that any of us can change an entire lifestyle in one go, but taking small steps, making small changes especially if done in large numbers can make a difference. Sustainable clothing materials is one of those ways. Just as importantly, sustainability in clothing doesn't mean a lack of quality – The textiles that The Huntsman has provided me are indeed sustainable, while their tailoring remains impeccable – even for a moving target such as me!" said Henry Cavill.

Earlier in London, James Cameron wore a beautiful timeless Huntsman black tuxedo, made from TENCEL™ branded Lyocell fibers. Suzy Amis Cameron stunned in an ethical and eco-responsible custom-made [Vivienne Westwood](#) gown made from a luxurious navy fabric that featured TENCEL™ Lyocell fibers. The gown presents a draped bodice and an elegant train.

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 and TENCEL™ LUXE are fully biodegradable and compostable. The materials 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 have a luxurious sheen, naturally soft, and breathable, providing the wearer with long-lasting comfort. TENCEL™ LUXE Lyocell filament, a new botanic alternative to silk, is highly versatile and can be woven into a smooth, light weight fabric with liquid-like drape and highly flattering silhouette.

Photo download:

[Images can be downloaded here.](#)

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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



Press Release

> Helping to find language to create change

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#RCGD

www.rcgdglobal.com

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](#)

Los Angeles premiere

Name of celebrity: Zoe Saldaña
Designer : [Tyler Ellis](#)
Clutch bag lined with fabric made of TENCEL™ fibers



Name of celebrity: Henry Cavill
Designer : Huntsman
Material 1 : Fabric made of 58% TENCEL™ Lyocell and 42% Acetate
Mill partner : XINSUNTEX, China
<http://www.xinshengtex.net/>



London premiere

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/>



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/>



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