

Lenzing Aktiengesellschaft
Werkstraße 2
4860 Lenzing, Austria
www.lenzing.com

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

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Lenzing, Advance Denim and Officina+39 pioneer advancements in zero cotton denim aesthetics

- The collaboration combines the design skills of denim mill Advance Denim, innovative sustainable wash expertise of Italian chemical company Officina+39, and the planet-conscious, aesthetical benefits of Lenzing's TENCEL™ branded lyocell fibers
- New zero cotton denim collection made of TENCEL™ Lyocell fibers with low environmental footprint, authentic denim aesthetics, and true vintage looks to be showcased during Kingpins New York
- TENCEL™ continues to work with like-minded partners to pioneer denim innovation, expanding the possibilities of design and aesthetics for truly sustainable denim apparel

Lenzing – Lenzing Group, a leading global producer of wood-based specialty fibers, has joined forces with denim mill Advance Denim and Italian chemical company Officina+39 to unveil new advancements in zero cotton denim aesthetics. The collaboration highlights the continued commitment of the three companies in promoting sustainable development of the denim industry through the introduction of a brand-new zero cotton denim collection made of TENCEL™ Lyocell fibers.

As consumers become more aware of the environmental footprint of denim apparels, denim brands have experimented with new approaches to create and produce more sustainable denim products. Dedicated to creating denim apparel with reduced environmental impact, the collection comprises of Advance Denim's innovative denim fabrics made of TENCEL™ Lyocell fibers and Officina+39's special finishing technique, eco-efficient bleach treatment, and "Aqualess" sustainable wash process that saves up to 75% on water consumption in comparison to conventional wash process that gives a similar wash down effect. The result is a specially curated collection with zero cotton composition featuring a traditional "authentic denim" look that is usually found on cotton denim, thus revealing new design possibilities and aesthetics using sustainable alternatives for denim products.

Expanding design possibilities and enhancing aesthetics to reduce environmental impact

"In the past, zero cotton fabrics were known to have a softer feel and a cleaner look. The creation of an authentic vintage look and a respectively drier hand feel using TENCEL™ Lyocell fibers will inspire new design possibilities

and aesthetics for denim brands which ultimately means greater variety of sustainable denim options for consumers. The partnership between TENCEL™, Advance Denim, and Officina+39 is truly encouraging and underscores our relentless efforts and commitment towards pioneering denim innovations which empower the creation of more sustainable denim products, ultimately reducing the environmental footprint of the denim industry,” said **Tuncay Kılıçkan, Lenzing’s Head of Global Business Development, Denim.**

Zero cotton denim fabrics made with TENCEL™ Lyocell fibers offer softness, comfort, and sheen to the finished product. Compared with cotton, TENCEL™ Lyocell fibers offer better moisture management to support body temperature regulation. Zero cotton denim fabrics made with TENCEL™ Lyocell fibers also have the added benefit of being laser sensitive. Together with the right wash technique, they are a truly sustainable denim alternative from fiber to finished product.

Pioneering denim innovations for a sustainable denim industry

“The purpose of this collaboration is to combine zero cotton garments with our unique eco-washing technique to achieve the authentic conventional look and wash that is generally achieved on cotton denim. The collaboration matches perfectly with our ‘Aqualess Mission’ as we continue to explore new ways to enhance the efficiency of our production process while reducing the use of energy, space, and water resources,” said **Andrea Venier, Managing Director of Officina+39.**

“The collaboration with TENCEL™ and Advance Denim is founded on our shared vision to create denim products with minimal environmental impact. By combining a mix of sustainable fibers to create a zero cotton fabric and a low impact eco-washing technique, we are offering unique denim innovation that will truly appeal to the needs of denim brands and the industry as a whole. Our hope is that this collaboration will encourage industry-wide innovations for the sustainable development of the sector,” said **Michael Lam, Director of Advance Denim.**

The new special zero cotton denim collection will be showcased at the Lenzing booth during Kingpins New York (Green area #7) from July 19-20, 2023.

Images related to the announcement can be downloaded [here](#).

For more information please contact:

Rita Ng

Head of Global Marketing Services – Lenzing

Phone: (852) 3718 5675

Email: r.ng@lenzing.com

About Advance Denim

Advance Denim, which was established in 1987, has the distinction of being the oldest denim manufacturer in China, with more than 1100 employees, it supplies over 40 million yards of high-quality denim to renowned brands around the globe from its Chinese and Vietnamese facilities.

Advance Denim has dedicated its efforts around the core beliefs of sustainability, innovation, service, quality and people. The company is committed to making the most sustainable denim possible and has set an ambitious strategic plan of using over 90% green fibres in all styles, as well as reducing the Scope 1 and Scope 2 greenhouse gas emissions per 10,000 meters by 30% (from a 2017 base-year) by 2030.

Advance Denim has established a state-of-the-art "Advance Water Circularity" that cleans and recycles the effluent for maximum sustainable water management. The advanced wastewater recycling system is capable of processing up to 9,000 tons of wastewater per day. Up to 70% of the treated water can be recycled back into the production process to ensure that water can be reused to keep the water circulating for as long as possible.

About Officina+39

Fashion and Sustainable Chemicals for textile, garments and denim industry.

Officina39's real heritage is made up of a thirty-year experience dedicated to research and chemical application in textile. Inspired by Italian artisanal tradition and creativity, our Team combines passion, innovation, sustainable practices, clean information, transparency and social responsibility. A state-of-the-art application laboratory makes us the ideal partner in sustainable trends for apparel industry. We produce and sell selected ranges of chemical specialties, dyestuffs and pigments.

About TENCEL™

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.

Fibers and filaments used under the TENCEL™ brand are derived from certified and controlled sources following the stringent guidelines of the Lenzing Wood and Pulp Policy. They are produced via environmentally responsible production processes and are compostable and biodegradable, thus can fully revert back to nature. They are designated by the USDA (U.S. Department of Agriculture) BioPreferred® Program. TENCEL™ LUXE is registered by The Vegan Society.

About the Lenzing Group

The Lenzing Group stands for ecologically responsible production of specialty fibers made from the renewable raw material wood. As an innovation leader, Lenzing is a partner of global textile and nonwoven manufacturers and drives many new technological developments.

The Lenzing Group's high-quality fibers form the basis for a variety of textile applications ranging from elegant ladies clothing to versatile denims and high-performance sports clothing. Due to their consistent high quality, their biodegradability and compostability Lenzing fibers are also highly suitable for hygiene products and agricultural applications.

The business model of the Lenzing Group goes far beyond that of a traditional fiber producer. Together with its customers and partners, Lenzing develops innovative products along the value chain, creating added value for consumers. The Lenzing Group strives for the efficient utilization and processing of all raw materials and offers solutions to help redirect the textile sector towards a closed-loop economy. In order to reduce the speed of global warming and to accomplish the targets of the Paris Climate Agreement and the "Green Deal" of the EU Commission, Lenzing has a clear vision: namely to make a zero-carbon future come true.

Key Facts & Figures Lenzing Group 2022

Revenue: EUR 2.57 bn

Nominal capacity: 1,145,000 tonnes

Number of employees (headcount): 8,301

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