

Press release

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Lenzing reveals bespoke collaboration with Nicola Coughlan, crafted by designer Wiederhoeft for Barbie premiere

- TENCEL[™] and Nicola Coughlan reveal their collaboration on the red carpet with a custom made gown by designer Wiederhoeft for the European Barbie premiere
- Crafted using fabrics exclusively made from TENCEL[™] branded lyocell fibers and TENCEL[™] LUXE filament yarns and embellished with Swarovski crystals.
- Partnership celebrates and supports emerging design talent whilst championing sustainable materials

Red Carpet Photo - [HERE](#)

Photo Credits: Getty Images

Lenzing, London, July 12th – Lenzing’s flagship textile brand, TENCEL[™] reveals collaboration with actress Nicola Coughlan and trusted stylist Aimee Croysdill to create a unique custom-made gown crafted by New York based designer Wiederhoeft, using fabrics exclusively made from TENCEL[™] LUXE filament yarn and TENCEL[™] Lyocell fibers, embellished with Swarovski crystals, showcased at the European premiere of Barbie.

Nicola Coughlan, who stars as ‘Diplomat Barbie’ in the hotly anticipated Greta Gerwig movie, graced the pink carpet in a custom made dramatic corseted gown, inspired by her favourite childhood ‘Sparkle-Eyes Barbie’, imagined by stylist Aimee Croysdill and brought to life by designer Wiederhoeft, exclusively using fabrics made from TENCEL[™] Lyocell fibers and TENCEL[™] LUXE filament yarns, provided by sustainable fabric sourcing platform Esce-tex that specializes in catering in emerging talent, embellished with Swarovski crystals.

Nicola wore the bespoke red-carpet look to show support of and spotlight eco-couture as the first in a series of creative collaborations in a partnership that celebrates the next generation of designers embracing sustainable materials and environmentally conscious practices. Nicola and her longtime stylist Aimee Croysdill collaborated

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with TENCEL[™] to achieve their creative vision, selecting emerging design talent Wiederhoeft to create the custom-made look, using the red carpet as a platform to give sustainable materials a greater representation.

Bridging the divide between sustainability and high-end couture on the red carpet, the collaboration aims to raise awareness and drive positive conversations around sustainability, championing diverse representations of beauty and style. Eva McGeorge, Head of Marketing & Communication Europe / Americas / Turkey of Lenzing AG explained, ***“It has been an honour to collaborate with Nicola and Aimee on this special project, showcasing TENCEL[™]'s commitment to sustainability and encouraging the adoption of eco-friendly materials in the fashion industry. It is important that we support the next generation of design talent, collaborating and working closely with like-minded creatives, designers and brands to represent these messages on the red carpet and encourage and inspire positive change in fashion”.***

Derived from sustainable wood sources and produced using eco-responsible production processes, TENCEL[™] Lyocell fibers and TENCEL[™] LUXE filament yarns are of 100% botanic origin and are biodegradable and compostable. Fabrics made with TENCEL[™] fibers are naturally smooth, soft and breathable.

TENCEL[™] LUXE filament yarn can be woven into a lightweight and luxurious fabric with silky smoothness, liquid-like drape and color vibrancy. Both TENCEL[™] fibers and TENCEL[™] LUXE filament yarn are considered as the ideal sustainable alternative for designers and brands without compromising on luxury, quality or possibility.

In support of the partnership, Nicola reveals, ***“Collaborating with TENCEL[™] and Wiederhoeft on this custom look has been a dream. I love Wiederhoeft’s designs, and I’m so thrilled to be wearing a bespoke gown made from sustainable materials and using environmentally conscious practices. It’s really exciting to have the opportunity to spotlight eco-couture at tonight’s Barbie premiere.”***

Speaking about the concept and vision, Nicola’s stylist Aimee Croysdill explained, ***“The Barbie world is plastic fantastic and I felt that we had a responsibility to make sure we took measures to be sustainable in our approach to this look.”*** She continued, ***“Materials made of TENCEL[™] fall beautifully and feel incredibly luxurious. The thing I love the most is it has a breathability that you can’t compare to other fabrics. It’s lightweight and airy.”***

Of his approach to the design, Wiederhoeft explained; ***“Nicola really wanted something in silver to call back to her Barbie, which is silver in the film. The bodice and sleeves are fully embroidered with silver glass beads, with chandelier crystals on top. The skirt is made from a heavy satin provided by TENCEL[™], which is also hand-embroidered with glass Swarovski crystals. It’s so important that brands are aware of their impact. Fashion is such a resource-intensive industry that is susceptible to creating incredible waste and pollution. It’s been amazing to partner with TENCEL[™] and through them Swarovski – who both have incredible initiatives around sustainability”.***



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Wiederhoeft used Swarovski crystals as embellishment, a brand that cares deeply about people and the planet. These values have been embedded in the company since its beginning in 1895. Today this legacy is rooted in sustainability measures across the value chain, with an emphasis on circular innovation, championing diversity, inclusion and self-expression. Swarovski creates beautiful crystal-based products of impeccable quality and craftsmanship that bring joy and celebrate individuality, created in adherence with high-level environmental, safety, and labor standards. Swarovski was the first crystal company to launch a pioneering, lead-free* crystal formula. With the development of this market-leading formula, Swarovski created a crystal composition of carefully selected ingredients that does not require the addition of lead, while still providing the same unique sparkle. By Lenzing and Swarovski partnering for this unique occasion, the collaboration embraces two Austrian companies that are deeply rooted in sustainability, uniting forces to support emerging talent.

** Crystal glass and all other materials containing 0.009 % lead or less.*

Stylist - Aimee Croysdill
Tailoring - Bernie Carty Courtiere
Hair - Halley Brisker
Make Up - Neil Young

Instagram:

@tencel_europe
@nicolacoughlan
@aimeecroysdill
@wiederhoeft_
@swarovski
@themandrakehotel
@billiescheepersphotography
#BarbieTheMovie

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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.



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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.

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 can 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. Website: www.tencel-luxe.com

ABOUT WIEDERHOEFT

Launched in 2019 via an overdrawn story ballet, Wiederhoeft is a design house obsessed with theatre, dance, and the magic of live performance. Buffoonery! Bamboozlement! Mockery! These are the virtues and muses of the Wiederhoeft dreamscape...

Jackson Wiederhoeft is a graduate of Parsons School of Design, where they won "Women's Designer of the Year" in 2016 for their thesis collection, "The Dollies." From there they went on to design for Thom Browne for three years, where his work focused on the women's runway collections. These years provided an opportunity to hone his craft, gaining a complete understanding of the design and execution of couture-level garments.

Wiederhoeft's debut collection, "Spooky Couture," launched in October 2019, a fashion show designed within the context of a story ballet. The second collection, "The Music Box," featured models wearing faerie wings and tutu skirts circling a ballet performance, set at Spring Studios.

In 2020 Wiederhoeft released the first bridal collection - redirecting the attention to detail and sense of storytelling within a context that embraces Romanticism and challenges tradition. In 2021, the sixth collection, "Wiederhoeft Academy of Magical and Performing Arts," addresses ready-to-wear and contextualizes the Wiederhoeft fantasy for everyday experiences.

Within the collections, every look comes along with its own character, each unique in this faerie tale-esque, overdrawn universe. The collections and shows are not only an opportunity to bring this brand of buffoonery to life, but a chance to celebrate fashion within the context of live performance.

ABOUT SWAROVSKI

Masters of Light Since 1895

Swarovski creates beautiful crystal-based products of impeccable quality and craftsmanship that bring joy and celebrate individuality. Founded in 1895 in Austria, the company designs, manufactures and sells the world's finest crystal, gemstones, Swarovski Created Diamonds and zirconia, jewelry, and accessories, as well as crystal objects and home accessories. Swarovski Crystal Business has a global reach with approximately 2,400 stores and 6,700 points of sales in around 140 countries and employs more than 18,000 people.

Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. A responsible relationship with people and the planet is part of Swarovski's heritage. Today this legacy is rooted in sustainability measures across the value chain, with an emphasis on circular innovation, championing diversity, inclusion and self-expression, and in the philanthropic work of the Swarovski Foundation, which supports charitable organizations bringing positive environmental and social impact.