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## **Lenzing and Kaihara unveil premium denim capsule collection, achieving new partnership heights**

- Kaihara sees growing interest and demand from overseas markets for premium Japanese denim offerings with unique craftsmanship coupled with aesthetic, innovative and functional designs
- Three-decade partnership of combining traditional Japanese denim artistry and TENCEL™ branded Lyocell and Modal fibers set the foundation of Kaihara's international expansion to capture new growth opportunities
- "Kaihara x TENCEL™ Denim Week" during October 16–21, 2023 in Tokyo highlights the recent collections with different denim innovations

**Lenzing** – Lenzing Group, a leading global producer of wood-based specialty fibers, and Kaihara, the world-renowned Japanese denim manufacturer, elevate three decades of partnership towards new milestones. Leveraging the versatile applications of TENCEL™ branded fibers, the latest collaboration is set to propel Kaihara's time-tested craftsmanship to the international markets as part of its overseas expansion strategy. The collaborative innovation will debut at the "Kaihara x TENCEL™ Denim Week" in Tokyo, Japan, October 16–21, 2023.

### **Honoring craftsmanship through fiber and fabric innovation**

Since TENCEL™ fibers were first introduced to the Japanese market in 1994, Kaihara has masterfully woven these fibers into their commercial collections. Together with TENCEL™'s excellence in fiber performance and responsible fiber production<sup>1</sup>, Kaihara transcends the traditional boundaries of denim fabric manufacturing with innovative designs, authentic aesthetics and diverse functionality. As premium denim fashion continues to evolve, Lenzing and Kaihara embark on the next chapter of their progressive partnership – developing new fabrics with TENCEL™ fibers that cater to the demand of brand partners and consumers worldwide, capitalizing on the new frontiers of shared success.

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<sup>1</sup> Compared to generic (unbranded) lyocell and modal. The results were calculated according to LCA standards (ISO 14040/44) and are made available via the Higg Materials Sustainability Index (MSI) by the Sustainable Apparel Coalition (Version 3.6)

“Kaihara is a well-respected and long-standing mill partner along our journey of denim fabric innovation,” said **Dennis Hui, Global Business Development Manager, Denim at Lenzing**. “The adoption of botanic and biodegradable materials like TENCEL™ fibers<sup>2</sup> in denim fabrics allows innovative creators like Kaihara to expand into new application categories traditionally dominated by synthetics while enabling their brand customers to achieve their sustainability goals. We share a commitment to excellence and a vision for creativity, offering brands and consumers worldwide limitless design possibilities through the versatile applications of TENCEL™ fibers. We are excited to continue our close partnership towards the future of global denim fashion.”

**HIROFUMI Inagaki, Executive Officer, General Manager of Sales Department at Kaihara**, said, “Consumer demand for premium, sustainable fashion is stronger than ever globally. As we broaden our international reach, our long-standing partnership with Lenzing will prove pivotal to advancing our commitment to responsible practices, such as incorporating water-saving [TENCEL™ Modal fiber with Indigo Color technology](#)<sup>3</sup>. To tailor specifically for luxury and high-end segments seeking superior quality and kindness to the planet, we have also been crafting denim fabrics with zero or reduced cotton leveraging TENCEL™ fibers for their sustainability, softness and performance benefits. We are confident that our strengthened, multidisciplinary collaboration with Lenzing will distinctively position Kaihara as a world-leading company in developing boundary-pushing innovations addressing diverse tastes and needs while preserving denim as a time-tested trend, whether in our Japanese home market or abroad.”

Denim fabrics made with TENCEL™ branded fibers enable a versatile design with an authentic look and feel, creating soft and comfortable textures for the finished product that also comes with the inherent benefits of enhanced breathability and color retention. Such versatility caters to the different needs of global brands and consumers who seek variety in aesthetics, performance and functionalities. Incorporating TENCEL™ branded fibers also helps mills and brands that constantly seek ways to scale up their use of **wood-based** materials to meet their sustainability goals.

### Envisioning the future of premium denim fashion

Lenzing and Kaihara will be unveiling a specially curated capsule collection of seven new denim fabrics using Jeanologia’s finishing technology, embodying the myriad possibilities brought to life by TENCEL™ Lyocell and Modal fibers in high-end, high-quality denim applications. As an extension of the Tokyo showcase, this curation will take center stage at the Lenzing booth during Kingpins Hong Kong on November 6–7, 2023.

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<sup>2</sup> A range of TENCEL™ fibers are certified by TÜV Austria as biodegradable in soil, freshwater and marine environments, and compostable under home and industrial conditions.

<sup>3</sup> Compared to three conventional denim dyeing methods

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

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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.

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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