



It feels so precious.



ADVANCED FIT FOR LIVING

DEFINING NEW FASHION STANDARDS

*Asahi Kasei presents world first premium materials,
CUPRO and ROICA @ the Première Vision Salon, Paris,
September 13th-15th, Booth 6C62, 6D63.*

CUPRO and **ROICA™** are each unique premium brands with a history, and a shared philosophy that is combined with a culture of innovation and a dynamic vision that helps to shape new ideas for fashion and the consumer.

The motivation at the heart of **CUPRO** and **ROICA™** is tempered with a mutual respect, and a drive to always deliver responsible creativity through their innovation and service to customers and consumers alike.

At our **Première Vision** booth, in **Hall 6C62, 6D63**, you will be able to see and feel the latest and best innovations made with this common purpose for better and smarter selections for the responsible Modern Wardrobe. Here too you can enjoy new fabrics in the new Trend Book for both **CUPRO** and **ROICA™**.

Focus on CUPRO

CUPRO is a refined, matchless material, eco-friendly material, made with smart science to give an exquisite and sensual, silk like touch with great moisture control that's anti-static and gentle on the skin. Made from nature-based waste cotton linters, its history and culture of Japanese manufacture stretches back to 1931, making a material with a unique and precious, versatile softness, now with a new **full dull** version, and superlight **CUPRO micro filament** quality.

Also now, as a measure of **CUPRO's** success, Asahi Kasei have invested in new European Headquarters in Gallarate, near Milan, to enhance the brand's growing success in Italy and supporting more than 58.6 million euros sales in 2015.

Now **CUPRO** by Asahi Kasei Corp. from Japan is part of **Business Call to Action by the United Nations Development Program** with plan to develop production skills and knowledge transfer in India for the procurement of raw material and manufacture of dyed fabric of their unique **CUPRO** yarn. Since Asahi Kasei set up a new production facility in Japan in 2014, it has created opportunities in the fabric industry in India. The company also works to foster young talents that will lead India's fashion industry. With this year marking the 40th anniversary of Asahi Kasei's **CUPRO** business in India, **CUPRO's** sales volumes in India has grown to over 4000 tons per year.



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Viscotex range with CUPRO

New innovations in the **CUPRO fabric gallery at Première Vision** include new hi-tech double face structures and textures from **Viscotex**, and **Nuovatess**'s opalescent jerseys with an original and unique washed silk effect, as well as the **Brunello** and **Pastorelli**'s unique ranges of fancy linings



Proxy by Nuovatess with CUPRO

created using a dyed **CUPRO** Yarn. And the latest new, natural touch, summer hosiery that is slick and cool, mimicking silks and synthetics, yet giving that unique **CUPRO** touch in a new line from **Wolford** called 'OPAQUE NATURE': a true world-first in satin opaque fine hosiery.

This Wolford concept combines the finest CUPRO yarns with Roica™ premium stretch yarns. It is a real demonstration of both brands working in together in perfect harmony.

Focus on ROICA™



From left: Mr Uwe Schmidt, Managing Director of AKSE, Mr Toshio Takanashi, Senior managing Executive Officer of Asahi Kasei Corporation and Chief Executive manager of fiber and textiles strategic business unit, Mr Akira Nishizawa, CEO Division Manager of Roica™ division,, Mr Robert Antons, CTO AKSE

For **ROICA™** this year they celebrate 10 years of research and development in Europe, and 45 years globally. **ROICA™** is a premium stretch fiber that comes in a family of innovative performances to suit every Modern Wardrobe need. **ROICA™** shapes comfort with quality, especially with the latest two, world-first stretch functions: **ROICA™ Colour Perfect**, the new standard in colour technology delivering a flawless, colour match-dyed finish, and the second is the **GRS** certified **ROICA™ Eco-Smart**, for new performance and fit standards in sport, intimates, fashion, accessories and tailoring.

Recently at Interfilère in Lyon, **ROICA™** sponsored an evening event at the Musée des Confluences, where guests enjoyed entertainment and the museum itself, including the diffusion of the Euro 2016 final.

And jointly, **CUPRO** and **ROICA™** signed a partnership with **Intima Media Group** in support of the **Stelle dell'Intimo** awards in Italy, and the **TOP 100 Meilleurs Boutiques de France**.

For a comprehensive view of new ranges from both **CUPRO** and **ROICA™**, visit our stand at **Première Vision** to enjoy the Fabrics Gallery and Trend Books that will begin to Reshape your Standards with the latest smart materials.



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***CUPRO** is a refined, matchless material with an exquisite silk like touch. Born from smart science and a natural-based resource, CUPRO is cool and sensual with a unique, supple drape. It is antistatic and regulates body temperature while its soft versatility make it perfect for The Modern Wardrobe's fashions, intimates, special occasion and everyday casual wear. CUPRO is made by Asahi Kasei who also offer a range of stretch materials under the ROICA™ brand, a premium 'Advanced Fit for Living' fiber made in a range of smart functions.*

CUPRO is a premium fiber and filament yarn from Asahi Kasei Corporation

ROICA™ is a premium 'Advanced Fit for Living' stretch fiber with an innovative range of smart functions to suit every Modern Wardrobe need. ROICA™ shapes comfort with quality, performance and fit, adding value with values to everyday living for sport, intimates, fashion and business wear. ROICA™ is made by Asahi Kasei who also offer a range of yarns, marketed as CUPRO, that is truly unique and is designed to confer a cool, supple drape with an exquisite sensual silk-like touch

ROICA™ is a registered trademark of Asahi Kasei Corporation

CUPRO and ROICA™ are also partner of C.L.A.S.S.

C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy) Leading the way since 2007, we are a unique multi-platform HUB based in Milan specialized in integrating a new generation of eco values into your fashion and home product and company. These new values are needed to speak to a new, smarter and contemporary conscience consumer. C.L.A.S.S., founded by Giusy Bettoni, introduces a new way of design thinking that represents a shift in culture, which enables your business to be competitive and socially innovative.