

THE MODERN WARDROBE.

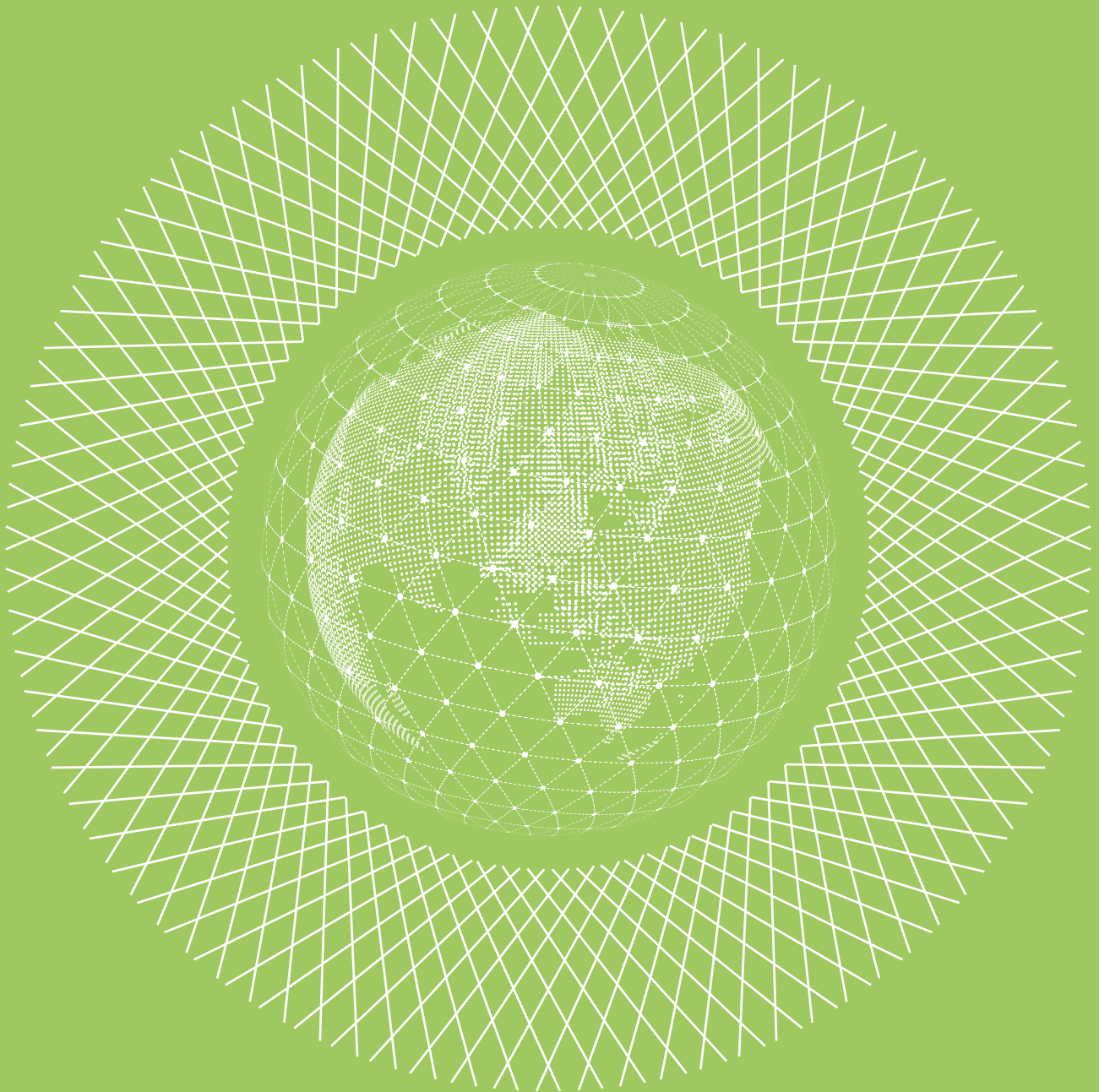

ADVANCED FIT FOR LIVING

ACTIVATING ROICA™ PREMIUM STRETCH MARKET LEADERSHIP

ROICA™ activates your personal performance

and energizes materials with an advanced and adaptive, responsible fit. ROICA™ is an agile, multi-faceted and sustainable stretch that redefines the new circularity, delivering the style, support and finish, trusted to match the performance demands and ambitions of **the new generation contemporary consumer**. ROICA™ customizes its unique hi-tech smarts to deliver real leadership in comfort and control with value and real values.

A better future for all



ROICA™ is the premium stretch fiber, rewriting performance and values for clothing, respecting both people and the environment.

ROICA™
ADVANCED FIT FOR LIVING

Values creating Value



True innovation springs from a mix of dedicated research, smarter technologies, a respect for individual talents and a focus on the environment. A circular business model benefits all, creating value with values for society, nature and for our future.

CREATING SMART INNOVATION

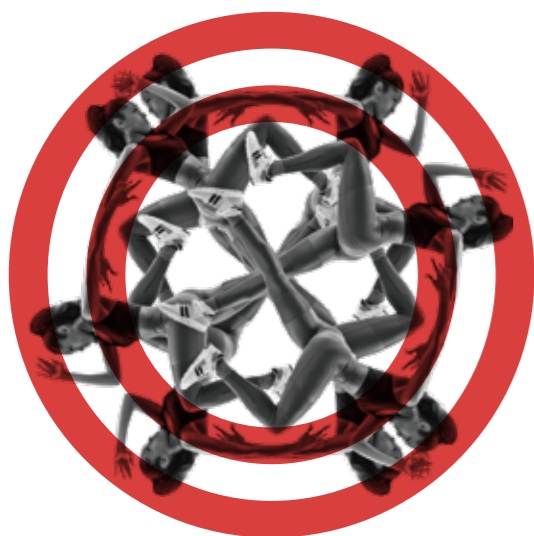
ROICA™ Premium Stretch Fiber of speciality yarns are made by Asahi Kasei. The company's investment in its **global production** at sites around the world respects and follows the many regional differences for local rules and certifications, while still **delivering consistent ethical qualities to consumers.**

This is thanks to its leading market strategy and **trusted Japanese research system** of investment in people, machinery and technology to focus on **being smarter** offering more sustainable stretch yarns that match their customer's desires. This strategy anticipates a new generation of performance, tailored to deliver all that is promised, wanted or needed. Clothes and fabrics with ROICA™ inside will keep their shape, enhance and support fit, while keeping you feeling fresh and colour matched flawlessly, at the same time delivering a new and growing offer in eco-sustainable options with values.

THE MODERN WARDROBE

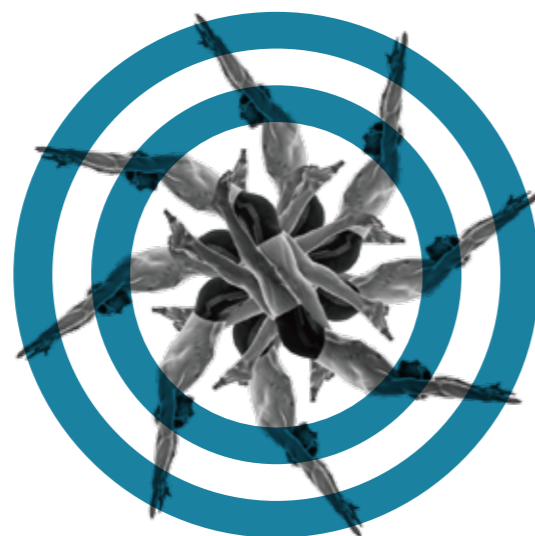
Today **The Modern Wardrobe** activates your own personal style thanks to ROICA™, the leading **Premium Fit** inside all the clothes you need for every occasion: ROICA™ delivers performance in all your clothing, **transforming the way they work for you, the way they fit and the way they make you feel.**

ROICA™ transforms the Basic to Special, the Ordinary to Clever and the Standard to Smart. The Modern Wardrobe is filled with sustainable style and new circularity values for everyone to look and feel their best. From material production to all Wardrobe contents, ROICA™ innovation leadership delivers on consumer's needs and values.



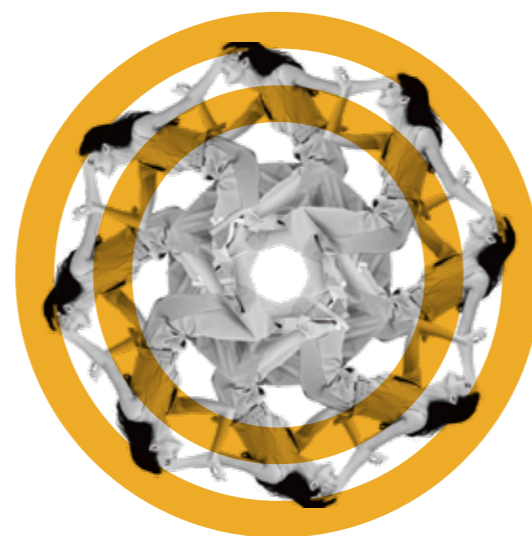
ACTIVATION

Performance sportswear styles for **Gym, Athletics, Cycle wear, Athleisure** as well as mindful **Yoga** and **Exercise wear** where the demand is for freedom fit and performance.



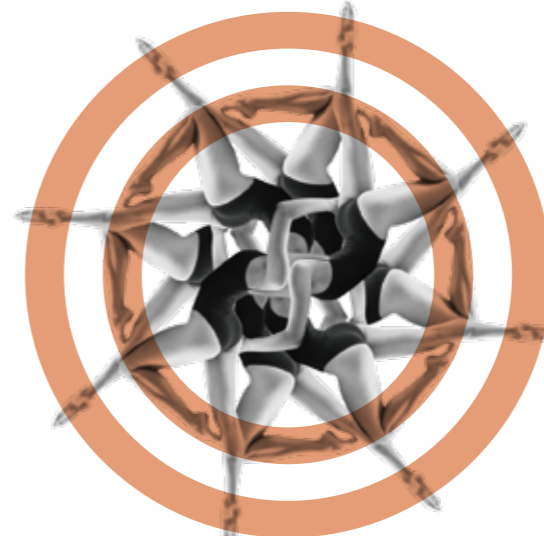
AQUA

A full range of smart-fit **Swimwear, Pool, Beach** and **Resort wear**, designs made for pleasure and performance.



STYLE#FIT

Representing the completed Modern Wardrobe for **Casualwear, Occasion, Athleisure, and Everyday Fashion**, from dress to separates, soft-fit tailoring, shirtings, jerseywear and knitwear with comfort, flex, ease and a smart fit for all.



LEGWEAR

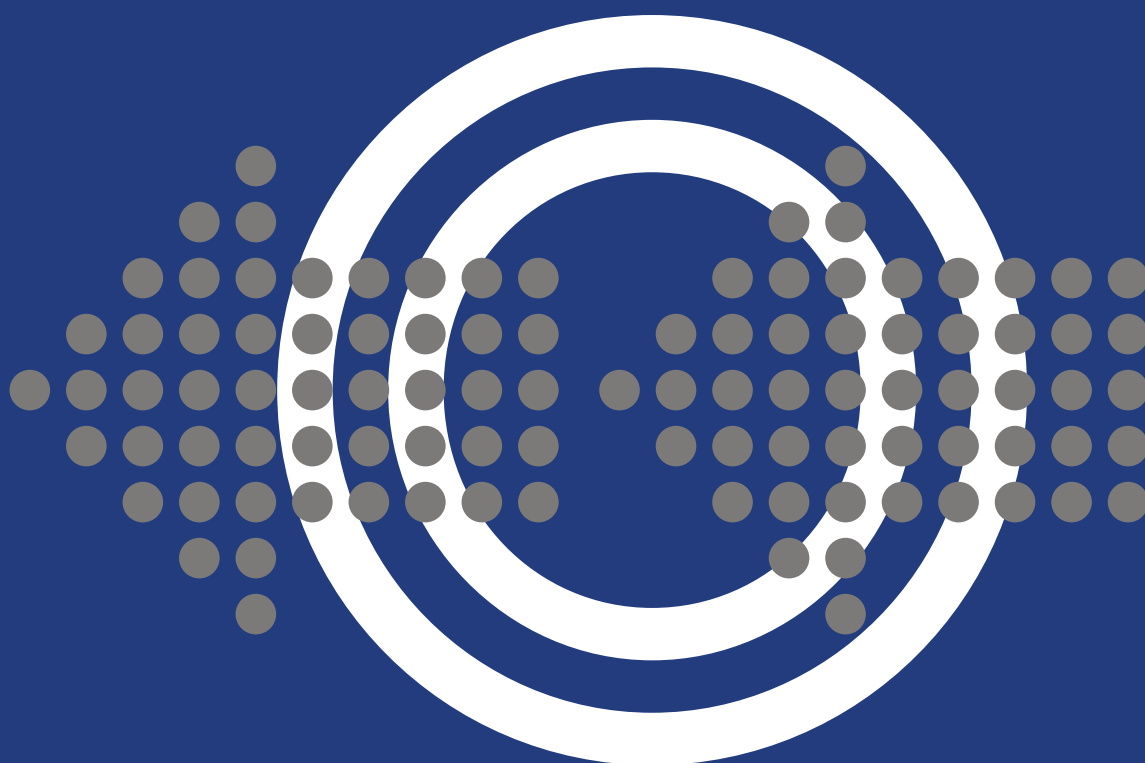
This defines a range of modern styles for **Hosiery, Socks** and **Leggings** made to perform and enhance in wear.



ESSENTIALS

A contemporary range of quality fit and luxe finish for next-to-skin **Lingerie, Shapewear, Intimates** and **Underwear** styles made to refine your favourite fashions.

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ROICA™ YARN FAMILIES

ROICA™ Premium Stretch fiber **engineers functions and innovations** custom designed for **quality comfort and freedom fit**. The Modern Wardrobe is filled with sustainable style and new circularity values for everyone to look and feel their best.

ROICA Colour Perfect™ family

Is a premium stretch family offering colour solution for a better, vivid colour look to all your clothes. Also, with solution to grin-through effect. Choosing fabrics for garments with ROICA Colour Perfect™ family INSIDE you will enjoy a permanent and smooth, flawless colour finish.



ROICA Resistance™ family

Is a high-performance range of functional stretch yarns for fabrics and garments. With ROICA Resistance™ INSIDE they are withstand the damaging effects of chlorine, salt water, chemicals and heat, delivering a durable power fit performance, better stability and a longer lasting quality.



ROICA Feel Good™ family

Is a unique range of premium stretch yarns that deliver personal confidence and measurable wellness. Fabrics and garments with ROICA Feel Good™ INSIDE means you can rely on day-long continuous freshness through its active odor-neutralizing function and a new clean-fit performance.



ROICA Contour™ family

Is a unique Premium Stretch yarn range designed for a more durable and calibrated shape control. Choosing fabrics for garments with ROICA Contour™ INSIDE creates confidence and security through its fit, focused compression for shaping and muscle support performance exactly where it is needed.



ROICA™ HYBRID SPECIALITIES YARNS

Asahi Kasei leads the market with new, upgraded smart innovations for The Modern Wardrobe. This is possible thanks to the Asahi Kasei unique continuous approach to R&D in order to:

1. Develop new smart innovations to go to the next level
 2. Include smart factor in its existing advanced yarns, to better match the expectations, the discerning, sustainable minded market place and consumer.
- We call this option **ROICA™ HYBRID SPECIALITIES YARNS**. Today we are pleased to share with you the first offer of ROICA™

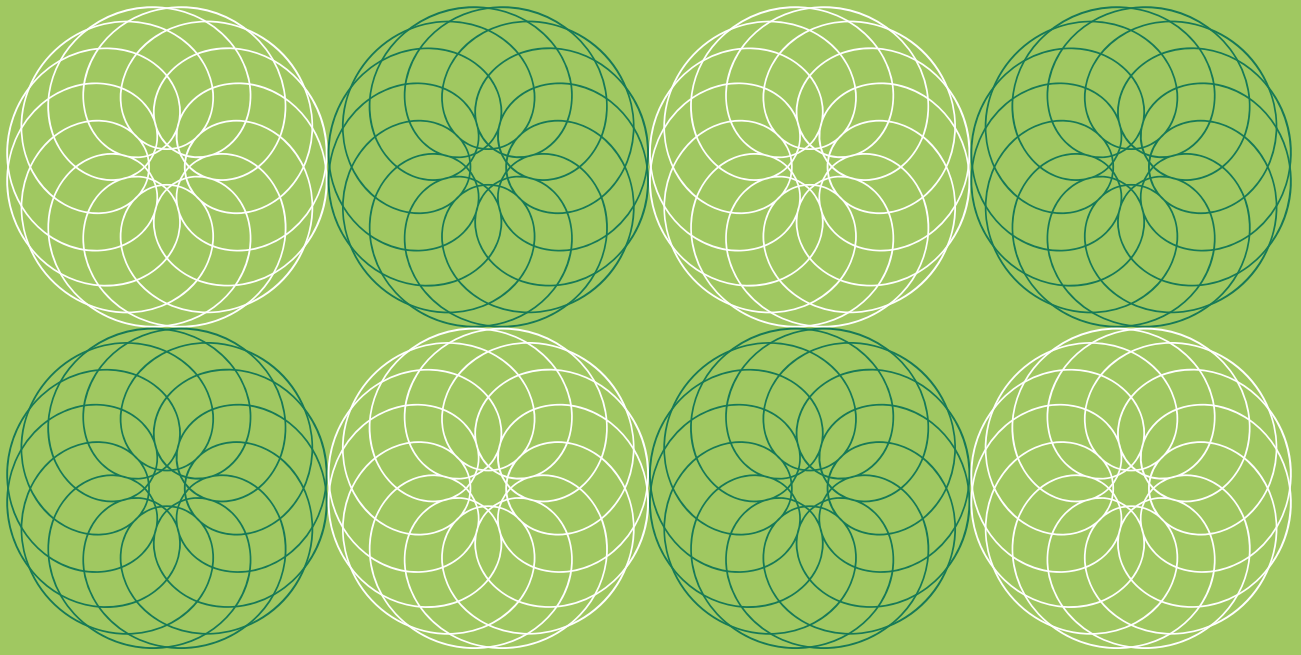
Hybrid speciality yarns. These are selected ROICA™ yarns belonging to ROICA Colour Perfect™, ROICA Contour™ and ROICA Resistance™ families, that are now able to offer additional certified circular economy values and performances. Discover them! contact ROICA™ people and we will be pleased to share the full ROICA™ Smart menu!

ROICA™: transforming expectations through smart innovation

ROICA™ ADVANCED SUSTAINABLE STRETCH SPECIALITIES

ROICA Eco-Smart™ family

Thanks to this unique, certified, eco high tech offer, is able to meet responsible business needs and contemporary consumer desires for the modern wardrobe that is looking for a new generation of values. No compromises: beauty, innovation, certified responsibility... all at once, thanks to the smart technological approach of ROICA™ Asahi Kasei R&D Unit.



ROICA™ EF

Is one of the first ever recycled stretch innovations by Asahi Kasei, re-made from proprietary pre-used materials encourage to reduce waste. And by choosing fabrics or garments with ROICA™ EF INSIDE, you automatically re-shape your contemporary wardrobe more sustainably with smart responsible values.



PRE CONSUMER
RECYCLED
CONTENT



ADVANCED
STRETCH



REDUCING
WASTE



CERTIFIED

*Certified to OEKO-TEX® STANDARD 100 CLASS 1 independently specialized for recycled product.

ROICA™ V550

Selecting fabrics and garments with ROICA™ V550 INSIDE means you can reconfigure the way you dress more sustainably. This yarn is a pioneer in eco-circular stretch, sustainable degradable yarn by Asahi Kasei decomposes into CO2 and water after degradation. ROICA™ is rewarded with a C2C Certified Material Health Certificate™**,



CIRCULARITY



MATERIAL
HEALTH



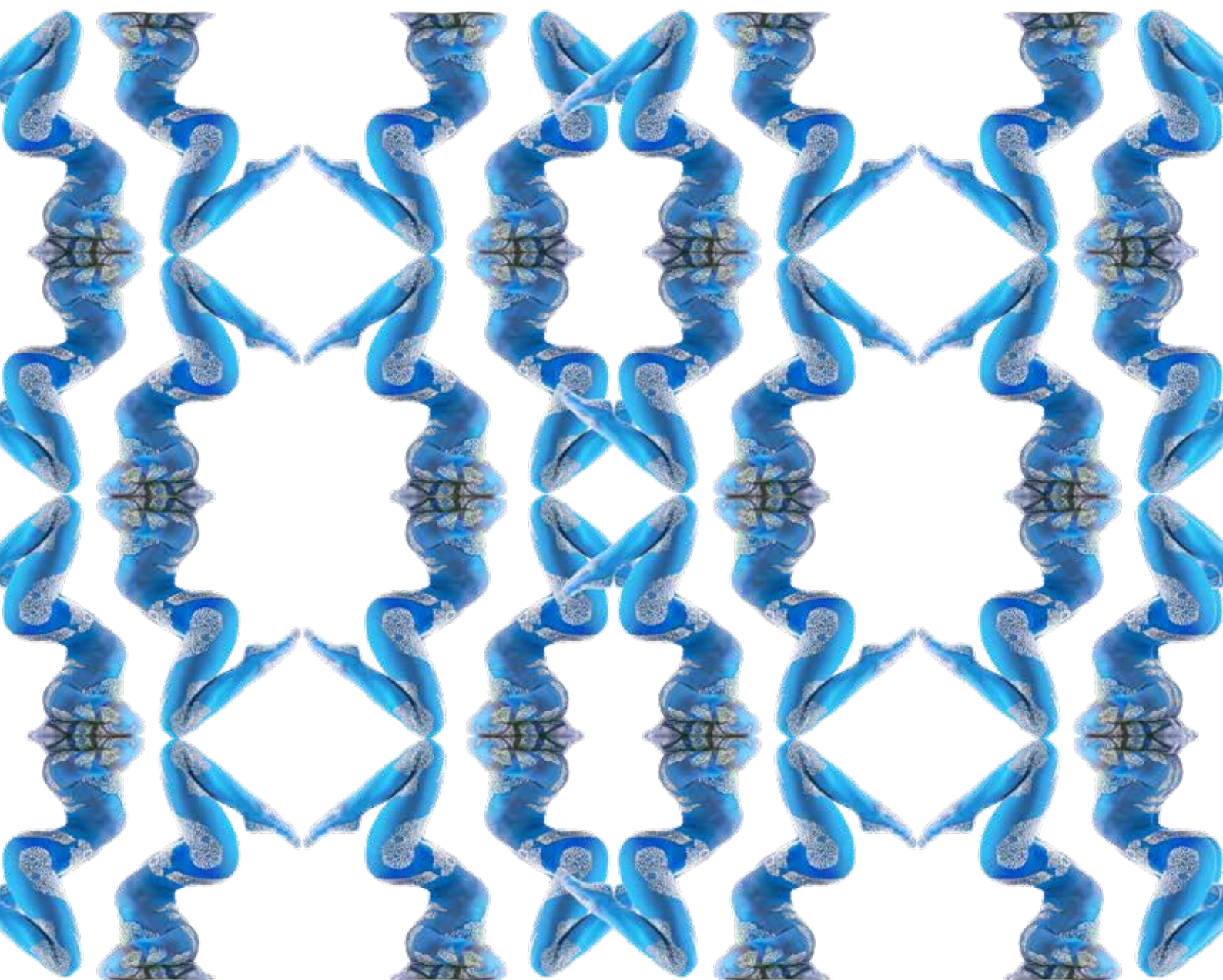
CERTIFIED



ADVANCED
STRETCH

**This certificate verifies that chemicals and materials used in the product have been selected to prioritize the protection of human health and the environment, generating a positive impact on the quality of materials available for future use and cycling. Based on the assessment methodology set out in the Cradle to Cradle Certified Product Standard for the Material Health category, this certificate verifies that chemicals and materials used in the product are selected to prioritize the protection of human health and the environment, generating a positive impact on the quality of materials available for future use and cycling.

ROICA™
ADVANCED FIT FOR LIVING



AsahiKASEI

Asahi Kasei Corporation
Life Innovation SBU
ROICA Division
www.ak-roica.com

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