



ROICA™ Reimagines Authentic Craft, Unleashing New Dimensions of Freedom in Kaihara Denim

ROICA™, premium stretch fiber by Asahi Kasei knows that value creation is the foundation of contemporary business. That's why ROICA™ strategy — for all its broad applications — is based on three key elements:

1. **A brand with sincere regards for society**: Aiming to contribute to sustainability with dedication to "Life" and "Living" by promoting a clean environment and energy as well as a healthy, comfortable, and secure longevity society.
2. **Fostering innovation through co-creation**: Leveraging our technological expertise to develop products that align with the new market standards in light of the rapid evolution of social issues and values. By collaborating, we aim to drive growth and advance the fiber and textile industry.
3. **Importance of communication**: Prioritize active communication with partners and the brands to foster trust and address issues. By collaborating and listening to diverse perspectives, we aim to deliver quality products and earn the trust and respect of society.

At Kingpins Show @ Amsterdam, ROICA™ by Asahi Kasei and Kaihara Denim present three distinct collections — MONSTER STRETCH™, SHUTTLEMAN CRAFT, and FREED:M — each standing on its own design vision and material concept, redefining stretch as a discreet advantage woven into authentic denim.

MONSTER STRETCH™ — *The Origin of Innovative Stretch Denim*

MONSTER STRETCH™ is Kaihara's original high-stretch denim, engineered for exceptional elasticity and recovery. It preserves the authentic look and feel of traditional denim while delivering outstanding comfort and freedom of movement. This next-generation stretch

denim is designed to suit a wide range of everyday and active lifestyles.

The booth will showcase the **SAISEI** Collection — a special collaboration, introduced last year, featuring ROICA™ EF (recycled stretch fiber). The SAISEI Collection combines premium Japanese denim craftsmanship with advanced sustainable materials, offering a new vision for responsible and stylish denim.

SHUTTLEMAN CRAFT — *Selvedge heritage, engineered freedom*

Woven on vintage shuttle looms by Kaihara's master artisans, SHUTTLEMAN CRAFT debuts as an uncompromising selvedge denim program that places craftsmanship first. The fabric combines cotton with ROICA™, a premium stretch fiber that allows the garment to move with the wearer while preserving the unmistakable character of true denim. A proprietary stretch construction — refined through years of material and process innovation — delivers high elongation with excellent recovery, chlorine resistance that helps maintain performance even after used-wash treatments, and dimensional stability comparable to 100% cotton denim. It is a heritage selvedge jacket with a modern, built-in freedom that never compromises an authentic look and hand.



FREED:M — *Crafted legacy, reimagined*

FREED:M collection stands as a light, soft, and responsible stretch concept, blending cotton, recycled polyester, and ROICA™ EF (recycled stretch fiber made with proprietary pre-consumer materials and certified by OEKO-TEX® STANDARD 100) - utilizing bio-indigo dyeing. The result is a versatile platform that feels effortless on the body while signaling a forward-looking material story. Crafted legacy, reimagined. Denim, unleashed. Float in freedom. Freedom you can wear. FREED:M embodies the maker's ambition to fuse tradition and innovation, to challenge convention, and to unlock new possibilities in denim — from everyday ease to expressive silhouettes that invite movement.



Separately at the ROICA™ booth, visitors will discover a wide range of denim samples from leading manufacturers that adopt ROICA™ V550 (degradable stretch fiber) and ROICA™ EF (recycled stretch fiber). These materials represent ROICA™'s commitment to environmentally conscious innovation shaping the future of denim.

We will also showcase garments crafted with the innovative ROICA™ yarn, engineered to deliver two advanced functionalities:

- **ROICA™ CF** — built-in odor neutralizing performance (against ammonia, acetic acid, and isovaleric acid) to help denim feel fresh even with less frequent washing, with durability maintained after laundering.
- **ROICA™ SP** — outstanding chlorine resistance that supports power retention and resists embrittlement through denim bleaching processes, keeping stretch performance stable and enabling robust processing.

By combining ROICA™ CF and ROICA™ SP in a single fiber, denim can be designed to age beautifully, stay fresh, and tolerate industrial bleaching with confidence — delivering “one denim, two protections” for modern lifestyles.

Within the ROICA™ booth, Kaihara's collections and ROICA™'s fiber innovations meet — pairing freedom of movement with enduring craft. The result is denim that feels modern, responsible, and unmistakably authentic.

Experience new dimensions of freedom at the ROICA™ booth [**No.16 in YELLOW AREA**] — featuring Kaihara collaborations, ROICA™ V550, ROICA™ EF, and the innovative ROICA™ yarn that offers fresh comfort and processing durability.

About Kaihara Denim

Kaihara Denim is Japan's leading denim mill, crafting “Made in Japan” fabrics since 1893. With an integrated system spanning spinning, rope-dyeing, weaving, and finishing, Kaihara blends heritage shuttle-loom selvedge with advanced production for consistent quality. The company supplies a wide range of brands and exports to around 30 countries, and its fabrics account for roughly half of Japan's domestic denim share—uniting craft and innovation to evolve the indigo tradition. Visit the [website](#).

About ROICA™

ROICA™ “Advanced fit for living” is a premium stretch fiber with an innovative range of smart features to fit the modern wardrobe.

ROICA™ combines comfort, performance, and exceptional fit, elevating the quality and value of everyday attire for sports, activewear, underwear, fashion, and business.

ROICA™ is Asahi Kasei's brand of premium stretch fiber. / ROICA™ is a trademark of Asahi Kasei Corp.

For more details about the sustainability of ROICA™, please visit [our website](#) for more details about the sustainability of ROICA™.

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