

Revisit ROICA™ by Asahi Kasei on Stage @Kingpins: Continue with Responsible Stretch Solutions for a Contemporary Denimwear

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:** Strongly focusing on 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. **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.

Introducing ROICA™ by Asahi Kasei advanced sustainable stretch solutions:

1. **ROICA™ V550:** Degradable stretch fiber rewarded with a Cradle to Cradle Certified™ Material Health Certificate. It degrades under ISO 14855-1 tested by OWS decomposing into CO2 and water. ROICA™ V550 enables Asahi Kasei to deliver a contemporary, performing, certified, degradable and safe end of life innovation for denimwear.
2. **ROICA™ EF:** Recycled stretch fiber created from proprietary pre-used materials in order to promote waste reduction. This innovative material is certified by OEKO-TEX® STANDARD 100, delivering both quality and environmental consciousness.

At the upcoming Kingpins Show @Amsterdam in April, we continue our journey in responsible stretch solutions by collaborating with global denim partners, in particular, The Lenzing Group, a leading provider of regenerated cellulose fibers for the textile and nonwoven industries.

The partnership with Lenzing represents a strategic opportunity to drive responsible innovation to meet the needs of consumers in comfort, sustainable, and fashion-forward clothing options.

Now let's introduce ROICA™ by Asahi Kasei collaboration collection with our leading partners for denimwear featuring iconic ROICA™ EF and ROICA™V550 from Kaihara Denim and Advance Denim which will be showcased at Kingpins show in April.

“SAISEI Collection” by Kaihara Denim



The unprecedented collaboration combines Kaihara Denim’s premium Japanese denim craftsmanship, resource-efficient LENZING™ ECOVERO™ fibers with REFIBRA™ technology¹ and ROICA™ EF recycled stretch fiber by Asahi Kasei²

The partnership is well-placed to offer the international market a higher composition of recycled materials in denim for everyday chic to workwear.

LENZING™ ECOVERO™ fibers produced with REFIBRA™ technology use cotton textile waste as a raw material, in addition to wood. The fibers contain a minimum of 20% recycled material, which is sourced from pre- and post-consumer waste. These cotton scraps could have otherwise entered landfills or been incinerated. LENZING™ ECOVERO™ fibers produced with REFIBRA™ technology also meet the Recycled Claim Standard.

² <https://www.asahi-kasei.co.jp/fibers/en/roica/sustainability/index.html#certification>



The collection offers three distinct denim fabrications – super stretch (Monster Stretch by Kaihara Denim), comfort stretch, and low stretch (selvedge denim) – each crafted with Kaihara Denim’s artisanal expertise using the meticulous blend of LENZING™ ECOVERO™ with REFIBRA™ technology and ROICA™ EF. This innovative denim fabric features a subtle bulkiness and reduced drape, delivering a unique hand feel. The versatility of the new denim fabric opens a world of possibilities for fashion designers and brands, empowering them to create stylish, resource-efficient^{1,4,5} garments that range from everyday chic, casual wear to workwear.

“LoopTy Collection” by Advance Denim



This lifestyle stretch denim collaboration combines Advance Denim, the world-renowned Chinese denim manufacturer, resource-efficient TENCEL™ Lyocell™ fibers³ by Lenzing™, and ROICA™ V550 degradable stretch fiber by Asahi Kasei. With the co-created lifestyle stretch denim collection, the collaboration caters to conscious consumers seeking comfortable, stylish jeans that also consider the environmental impact of their purchases.

³ TENCEL™ Lyocell fibers are made with at least 50% less carbon emissions and water consumption compared to generic lyocell and modal. Results based on LCA standards (ISO 14040/44) and available via the Higg Materials Sustainability Index (MSI) v3.8 by Cascale (formerly Sustainable Apparel Coalition).



The collaboration allows for the integration of ROICA™ V550, Lenzing™ TENCEL™ Lyocell fibers, and Advance Denim's exceptional expertise in innovation to create denim that aligns with the growing demand for sustainable and lifestyle fashion options.

The LoopTy collection spans from lightweight to heavy fabrics and offers a variety of styles from top to bottom. This versatile new denim fabric opens possibilities for fashion designers and brands, allowing them to create chic, stylish, and sustainable pieces suitable for everyday casual wear. Among these are gender-neutral garments that provide an inclusive, one-size-fits-all approach to fashion.

Advance Denim Booth : Blue Area No.7
Lenzing Booth: Blue Area No.1



In addition to our exciting collaboration with Lenzing, we invite you to visit the ROICA™ booth at the show, located in **BLUE Area No.32**. Here, we proudly present samples from our esteemed partners who have incorporated ROICA™ premium stretch fiber into their collections.

- Artistic Milliners : Yellow Area No.20
- Arvind : Blue Area No.23
- AGI : Blue Area no.28
- Tavex
- Prosperity : Yellow Area No.6
- Naveena Denim – NDL : Yellow Area No.8
- XDD : White Area No.10
- and more

Our booth showcases a diverse range of innovative products that highlight the versatility and sustainability of our partners stretch denim. These samples demonstrate how ROICA™ fiber supports comfort, style, and environmental responsibility, raising the bar in the textile industry.

Join us to explore the cutting-edge advancements in responsible innovation and see firsthand the remarkable creations made possible with ROICA™ premium stretch fiber. Don't miss this opportunity to witness the future of sustainable fashion and discover how our partners are innovating their collections with ROICA™. Visit us and experience the gentle revolution our premium stretch fiber brings to modern fashion.

About LENZING™ ECOVERO™

Produced by the Lenzing Group, LENZING™ ECOVERO™ branded fibers are an environmentally-responsible advancement in viscose production. Derived from the natural raw material wood, LENZING™ ECOVERO™ fibers are certified with the EU Ecolabel (license no. AT/016/001) for environmental excellence. They are made with at least 50% less carbon emissions and water consumption compared to generic viscose (Higg MSI Version 3.7).

Naturally lightweight, LENZING™ ECOVERO™ fibers can be blended with a wide range of textile fibers to give woven and knitted fabrics tactile softness and a flowing drape. LENZING™ ECOVERO™ fibers are identifiable via tracing technology and can break down and compost at the end of their life cycle. It is certified by TÜV AUSTRIA under LENZING Viscose for the following properties: biodegradable in soil, fresh water and marine environment as well as compostable in home applications and industrial facilities.

LENZING™ ECOVERO™ fibers produced with REFIBRA™ technology use cotton textile waste as a raw material, in addition to wood. The fibers contain a minimum of 20% recycled material.

To learn more about the LENZING™ ECOVERO™ brand, please visit <https://www.ecovero.com/>. For more details around the sustainability features, performance, as well as the technology behind LENZING™ ECOVERO™ branded fibers, please visit <https://www.ecovero.com/claims/>.

About TENCEL™

TENCEL™ is the flagship textile fiber brand under the Lenzing Group. Since 1992, TENCEL™ brand has been a powerhouse advocating for a positive change in the textile industry through resource-efficient production processes and ongoing fiber innovations. TENCEL™ branded Lyocell and Modal fibers are resource-efficient, high-comfort materials made from sustainably managed wood sources. Both fibers are naturally soft, smooth to touch and can support rich colors in fabrics. With effective moisture control, fabrics made of both fibers also support a natural dry feeling.

As sustainable textile solutions, TENCEL™ Lyocell and Modal fibers are highly versatile and can be combined with a wide range of textile fibers to offer an almost endless variety of product designs and functions. The fibers can be incorporated in almost any textile category, from ready-to-wear, denim, intimate wear, to active wear, workwear, footwear, and even home textile products.



Made from natural raw material wood, TENCEL™ Lyocell and Modal fibers can [break down and compost](#) at the end of their life cycle. The fibers are also certified with the EU Ecolabel (license no. AT/016/001) for environmental excellence, recognizing the high environmental standards throughout their entire life cycle.

To learn more about the TENCEL™ brand, please visit <https://www.tencel.com/>. For more details around the sustainability features, performance, as well as the technology and production processes behind TENCEL™ branded fibers, please visit <https://www.tencel.com/claims>.

About the Lenzing Group

The Lenzing Group stands for the ecologically responsible production of specialty fibers based on cellulose and recycled material. As an innovation leader, Lenzing is a partner to global textile and nonwoven manufacturers and drives many new technological developments. The Lenzing Group's high-quality fibers are the raw material for a wide range of textile applications – from functional, comfortable and fashionable clothing through to durable and sustainable home textiles. Thanks to their special properties and botanical origin, TÜV-certified biodegradable and compostable Lenzing fibers are also ideal for demanding use in everyday hygiene applications.

The Lenzing Group's business model extends far beyond that of a conventional 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 efficient utilization and processing of all raw materials and offers solutions for the transformation of the textile industry from the current linear economic system to a circular economy. In order to reduce the rate of global warming and thereby also support the goals of the Paris Agreement and the EU Commission's Green Deal, Lenzing has a clear, science-based climate action plan that aims for a significant reduction in greenhouse gas emissions by 2030, and a net-zero target (Scopes 1, 2 and 3) by 2050.

About Advance Denim

Advance Denim, which was established in 1987, has the distinction of being the oldest denim manufacturer in China, with more than 2,000 employees, it supplies over 78 million yards of high-quality denim to renowned brands around the globe from its Chinese and Vietnamese facilities. Advance Denim has dedicated its efforts around the core beliefs of sustainability, innovation, service, quality and people. The company is committed to making the most sustainable denim possible and has set an ambitious strategic plan of using over 90% green fibres in all styles, as well as reducing the Scope 1 and Scope 2 greenhouse gas emissions per 10,000 meters by 30% (from a 2017 base-year) by 2030. Advance Denim has established a state-of-the-art indigo recovery system "Blue Loop" that enhances circularity in the indigo dyeing process. This advanced indigo recycling system employs membrane separation technology to extract indigo dyestuff and water from effluent. With a 98% recovery rate for both indigo and water, Blue Loop enables Advance Denim to reuse indigo and water, creating a more sustainable and less wasteful dyeing process.

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 a brand of Asahi Kasei Corporation. ROICA / ROICA™ are trademarks of Asahi Kasei Corporation.

To learn more about ROICA™ V550, please visit <https://www.asahi-kasei.co.jp/fibers/en/roica/specialities/index.html>. For more details about the sustainability of ROICA™, please visit <https://www.asahi-kasei.co.jp/fibers/en/roica/sustainability/index.html>.

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