

## Press release

# Lenzing, Kaihara Denim and ROICA™ by Asahi Kasei launch SAISEI Collection, premium stretch denim line made of recycled materials

- The unprecedented collaboration combines Kaihara Denim's premium Japanese denim craftsmanship, resource-efficient<sup>1</sup> LENZING™ ECOVERO™ fibers with REFIBRA™ technology and sustainable yet durable ROICA™ EF yarn by Asahi Kasei<sup>2</sup>
- Made of recycled materials with exceptional softness<sup>3</sup>, the stretch denim collection unleashes endless denim design possibilities from everyday chic to workwear with three distinct stretch denim styles
- The new collection will debut globally at Kingpins Amsterdam, October 23–24, 2024



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**Lenzing** – The Lenzing Group, a leading supplier of regenerated cellulosic fibers for the textile and nonwovens industries, **ROICA™ by Asahi Kasei**, a pioneer in premium stretch fiber, and **Kaihara Denim**, the world-renowned Japanese denim manufacturer, join forces for the first time to co-create a premium stretch denim collection, “SAISEI Collection.” The strategic partnership is well-placed to offer the international market a higher composition of recycled materials in denim. Blending LENZING™ ECOVERO™ branded viscose fibers with REFIBRA™ technology<sup>1</sup> with ROICA™ EF recycled stretch yarn and entrusting them with Kaihara Denim's

<sup>1</sup> 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.

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

<sup>3</sup> LENZING™ ECOVERO™ fibers support natural softness and drape.

## Press release

renowned denim craftsmanship, the high-quality denim collection is brought to light. It will make its first appearance at Kingpins Amsterdam, October 23–24, 2024.

“Through this partnership with Kaihara Denim and ROICA™ by Asahi Kasei, we are taking bold steps to drive denim circularity<sup>4</sup> empowered by joint expertise and devotion,” said **Dennis Hui, Global Business Development Manager, Denim at Lenzing**. “The synergy between ROICA™ EF yarn, LENZING™ ECOVERO™ fibers with REFIBRA™ technology, and Kaihara Denim’s exceptional craftsmanship has given life to premium, resource-efficient<sup>1</sup> denim fabrics that have sustainability, performance, and style at heart.<sup>1,4,5</sup> This partnership not only underscores the shared commitment between Lenzing and our partners to create excellent products while doing better for the environment<sup>4</sup>, but also serves as a catalyst for driving the transformation towards low impact practices<sup>4</sup> across the denim value chain and beyond.”

### Weaving the future of denim with collective innovation

The new denim collection boasts a special fabric composition, making the most of ROICA™ EF yarn and LENZING™ ECOVERO™ fibers with REFIBRA™ technology thanks to their resource-efficient<sup>1,4,5</sup> attributes. ROICA™ EF, made of pre-consumer recycled content as well as featuring excellent stretchability<sup>2</sup>, is integral to the flexibility, and comfort of the fabric. On the other hand, LENZING™ ECOVERO™ fibers with REFIBRA™ technology, comprises up to 20% of post-consumer textile waste, which is sourced from cellulose-rich materials or polyester-cotton blends, supporting natural softness to the denim fabric.

“Our vision for sustainability at Asahi Kasei is to achieve zero emissions and seek to recycle all of our industrial waste,” said **Hiroaki Shinohe, Chief Marketing Officer of ROICA Europe at Asahi Kasei**. “Our innovative ROICA™ EF yarns, which is 30% lower in CO2 emissions compared to regular yarns<sup>5</sup>, exemplify this dedication. By partnering with Lenzing and Kaihara Denim on a recycling concept that gives new life to pre-used materials, we are able to leverage our collective expertise in sustainable stretch fabrics. We are thrilled that the incorporation of LENZING™ ECOVERO™ with REFIBRA™ technology and Kaihara Denim’s premium denim craftsmanship can provide an exceptional fabric that meets the growing consumer demand for environmentally conscious<sup>1,4,5</sup>, comfortable denimwear.”

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<sup>4</sup> To foster a sustainable global textile and nonwovens industry, Lenzing follows three strategic principles within the context of its [“Naturally Positive” sustainability strategy](#), which focuses on [greening the value chain](#), [advancing the circular economy](#), and [collaborating for systemic change with key industry stakeholders](#), such as [Textile Exchange](#), [Cascale](#), [Canopy](#), [Together for Sustainability](#), [Renewable Carbon Initiative](#), and [UN Global Compact](#).

<sup>5</sup> [https://www.asahi-kasei.co.jp/fibers/en/roica/specialities/pdf/roica\\_ef.pdf](https://www.asahi-kasei.co.jp/fibers/en/roica/specialities/pdf/roica_ef.pdf)

## Press release



### Redefining denim applications for high-performing, eco-conscious<sup>1,4,5</sup> fashion

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<sup>1,4,5</sup> garments that range from everyday chic, casual wear to workwear.

“As Lenzing’s long-standing partner, we are thrilled to be part of this transformative journey with ROICA™ by Asahi Kasei that embodies our concerted efforts towards driving positive change across the global denim landscape,” said **Hirofumi Inagaki, Executive Officer, General Manager of Sales Department at Kaihara Denim**. “Our long history and established expertise in premium denim manufacturing allow us to unlock the full potential of LENZING™ ECOVERO™ with REFIBRA™ technology and ROICA™ EF, resulting in this innovative, resource-efficient<sup>1,4,5</sup> denim collection. Together, we are reshaping the future of sustainable denim applications, both casual and formal, paving the way for a more circular fashion value chain.”

The new denim collection will be showcased at the Lenzing booth (no. 12 in blue zone) and ROICA booth (no. 10 in yellow zone) during Kingpins Amsterdam, October 23–24, 2024.

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

## Press release

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### 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 the Lenzing Group

The Lenzing Group stands for the ecologically responsible production of regenerated cellulose 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 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. A range of LENZING fibers is also certified by TÜV AUSTRIA for the following properties: biodegradable in soil, fresh water and marine environment as well as compostable in home applications and industrial facilities.

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 used 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.

### Key Facts & Figures Lenzing Group 2023

Revenue: EUR 2.52 bn

## Press release

Nominal capacity (fibers): 1,110,000 tonnes

Employees (full-time equivalents): 7,917

TENCEL™, LENZING™ ECOVERO™, VEOCEL™, LENZING™, and REFIBRA™ are trademarks of Lenzing AG.

### **About ROICA™ EF**

ROICA™ EF, developed by Asahi Kasei, is a pioneering recycled stretch innovation created from proprietary pre-used materials in order to promote waste reduction. By selecting fabrics or garments made with ROICA™ EF, you effortlessly elevate your modern wardrobe with sustainable and socially responsible values. This innovative material is certified by OEKO-TEX® STANDARD 100, ensuring both quality and environmental standards are met.

### **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™ EF, please visit [https://www.asahi-kasei.co.jp/fibers/roica/function\\_yarns/index.html](https://www.asahi-kasei.co.jp/fibers/roica/function_yarns/index.html). For more details about the sustainability of ROICA™, please visit <https://www.asahi-kasei.co.jp/fibers/en/roica/sustainability/index.html>.