

ROICA™ by Asahi Kasei, Advance Denim and Lenzing unveil LoopTy Collection, a lifestyle stretch denim line made of degradable materials



ROICA™ by Asahi Kasei, a leading producer of innovative stretch fibers has partnered with **Lenzing**, a leading supplier of regenerated cellulosic fibers for the textile and nonwovens industries, and **Advance Denim**, the world-renowned Chinese denim manufacturer, to co-create a groundbreaking lifestyle stretch denim collection. “LoopTy Collection” was created by combining ROICA™ V550¹, the degradable stretch fiber, with Lenzing’s resource efficient TENCEL™ Lyocell fibers², and Advance Denim’s expertise in denim craftsmanship. The collaboration meets the growing demands of today’s conscious consumers who are not only trying to find the ideal pair of jeans that are comfortable and stylish, but also low Impact and sustainable. LoopTy collection will make its first appearance at Kingpins Hong Kong, November 21-22, 2024.

“The partnership with Lenzing and Advance Denim represents a strategic opportunity to drive innovation and meet the evolving needs of consumers seeking sustainable and fashion-forward clothing options,” said **Hiroaki Shinohe, Chief Marketing Officer of ROICA Europe at Asahi Kasei**. “By partnering with industry leaders like Lenzing and Advance Denim, we can expand the collection’s market reach and appeal to a broader range of customers interested in sustainable and comfortable daily wear denim products. We leverage the strengths and expertise of each partner and create a lifestyle denim collection that combines sustainability, innovation, quality,

¹ https://www.asahi-kasei.co.jp/fibers/en/roica/specialities/pdf/roica_v550.pdf

² 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).

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

Shared vision for responsible stretch denim

With a shared vision to innovate responsibly, ROICA™ by Asahi Kasei, Lenzing and Advance Denim began our journey towards a Circular Economy, ensuring that the products not only deliver superior comfort and performance with diverse style, but also reduce the environmental impact at the end of their lifecycle.

TENCEL™ Lyocell fibers, made from sustainably sourced wood pulp³ and produced using resource-efficient closed-loop process⁴ with EU Ecolabel certification⁵, offers a soft, smooth, and breathable hand feel to the fabrics⁶ while enhancing sustainability with at least 50% less carbon emissions and water consumption⁷. Additionally, TENCEL™ fibers are biodegradable in marine water, fresh water, and soil⁸.

ROICA™ V550 is a degradable stretch fiber by Asahi Kasei, created by using special polymer technology. Not only does it provide a sustainable solution for denim garments, but it also offers exceptional stretchability. This innovative fiber undergoes partial degradation under ISO14855-1 conditions, as verified by OWS, breaking down into CO₂ and water. Furthermore, it holds the distinction of being the world's first Cradle to Cradle-Certified™ stretch yarn, achieving a Material Health Gold Level certification.

“Sustainability and performance have always been guiding principles for Advance Denim since its inception in 1987,” emphasized **Amy Wang, General Manager of Advance Denim**. “Circularity is indeed the ultimate aim for achieving sustainability in denim industry. Our past collaborations with TENCEL™ have resulted in the creation of the Zero Cotton and Zero Virgin Cotton collections, which featured vintage denim styles made with no cotton or solely recycled cotton. These styles not only offer unique softness but also boast sustainable benefits. The only missing piece of the puzzle was the stretch element, which is now fulfilled with ROICA™ V550.

³ Adhering to the company's commitment to environmental protection and resource preservation, Lenzing procures wood and pulp only from certified or controlled sustainable sources. In its Wood and Pulp Policy, Lenzing is committed to procuring wood and pulp exclusively from non-controversial sources.

⁴ Savings consider solvent recovery. Compared to generic (unbranded) lyocell. Results based on LCA standards (ISO 14040/44) and available via Higg MSI (Version 3.8).

⁵ TENCEL™ Lyocell fibers are certified with the widely recognized EU Ecolabel (license no. AT/016/001). The EU Ecolabel is the European Union's official voluntary label for environmental excellence. EU Ecolabel products have a reduced environmental impact across multiple stages of the product life cycle.

⁶ TENCEL™ Lyocell and Modal fibers are naturally soft and smooth to the touch.

⁷ <https://www.tencel.com/images/assets/claims/document/claim-proof-tencel-lyocell-fiber-snapshot-202401.pdf>

⁸ LENZING™ Lyocell standard fibers are certified by TÜV AUSTRIA as biodegradable in soil, freshwater and marine environments, and compostable under home and industrial conditions. Please find out more at <https://www.tencel.com/claims>

Incorporating ROICA™ V550 degradable stretch fiber was very user-friendly, requiring no alternations to existing production methods. Our latest collaborative innovation with Lenzing and ROICA™ by Asahi Kasei is a sustainable yet comfortable stretch denim that presents an ideal growth opportunity to create the next level denim styles, thus paving the way for more circular fashion value chain.”



Versatile denim application for functional and responsible fashion

LoopTy collection ranges from lightweight to heavy fabrics suitable for both tops and bottoms. With this versatility, the new denim fabric unlocks a multitude of opportunities for fashion designers and brands, enabling them to create chic and stylish, yet sustainable pieces suitable for everyday casual wear. Among them are gender-neutral garments that offer a one-size-fits-all, inclusive approach to dressing.

“By blending TENCEL™ Lyocell fibers with ROICA™ V550 degradable stretch yarns and leveraging Advance Denim’s craftsmanship, our synergy brings a refreshing take on denim that is both fashionable and functional,” stressed **Dennis Hui, Global Business Development Manager, Denim at Lenzing**. “This collection aims to cater to the needs of today’s eco-conscious consumers who are determined to make responsible purchases in style.⁹ The latest partnership among Lenzing, Advance Denim, and ROICA™ by Asahi Kasei extends beyond the capsule collection. It signifies a deeper dedication to instigating positive changes within the denim industry through innovative partnerships. As consumers become more conscious about the impact of their fashion choices, collaborative efforts like this will be pivotal in shaping the direction of denim's future.”

⁹ 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. (www.lenzing.com/sustainability)



The new denim collection will be showcased at the Advance Denim booth No.22 and Lenzing booth No. 24 during Kingpins Hong Kong, November 21–22, 2024.

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About Advance Denim

Advance Denim, which was established in 1987, has the distinction of being the oldest denim manufacturer in China, with more than 1100 employees, it supplies over 40 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 “Advance Water Circularity” that cleans and recycles the effluent for maximum sustainable water management. The advanced wastewater recycling system is capable of processing up to 9,000 tons of

wastewater per day. Up to 70% of the treated water can be recycled back into the production process to ensure that water can be reused to keep the water circulating for as long as possible.

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.

Key Facts & Figures Lenzing Group 2023

Revenue: EUR 2.52 bn

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™ V550

ROICA™ V550 is a degradable stretch yarn created by Asahi Kasei. It undergoes partial degradation according to ISO 14855-1 standards tested by OWS, breaking down into CO2 and water. Additionally, it is the world's first Cradle to Cradle-Certified™ stretch yarn, receiving a Material Health Gold Level Certificate. ROICA™ V550 offers superior degradability, distinguishing itself from the conventional ROICA™ yarn, which does not degrade at all.

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>.