

The LYCRA Company

FOR IMMEDIATE RELEASE

CONTACT:

Susan Hon

Susan-S.Y.Hon@LYCRA.com

The LYCRA Company to Showcase Latest Innovations at Intertextile Shanghai

Three New LYCRA® Brand Products to be Exhibited for the First Time

Shanghai, China – September 24, 2019 – The LYCRA Company, a global leader in developing innovative fiber and technology solutions for the apparel industry, will exhibit its latest products designed to meet consumer needs at Intertextile Shanghai, which takes place September 25-27. Visitors will have an opportunity to learn about new LYCRA® FitSense™ technology, LYCRA® MyFit™ fiber, and LYCRA® EcoMade fiber.

“Our legacy of innovation stretches back to 1958 and the invention of LYCRA® fiber, the original spandex/elastane fiber,” said Julien Born, president, apparel, The LYCRA Company. “Today, as The LYCRA Company, we are building on that legacy as we continue to invest in new product development and innovation. Our goal is to develop breakthrough solutions, like the ones we are showcasing at Intertextile, that add tangible value to our customer’s products.”

LYCRA® FitSense™ technology is a patented water-based dispersion that features the same molecule as LYCRA® fiber, but in liquid form. This revolutionary innovation is screen printed onto fabric containing LYCRA® fiber to provide lightweight, targeted support across a range of garment types. This solution also helps streamline garment manufacturing through the elimination of sewn-in panels or extra seams and offers unlimited design possibilities for brands and retailers.

LYCRA® MyFit™ fiber is a patent-pending fiber technology engineered with a new polymer designed to deliver improved comfort and fit. The result is greater shape tolerance and a customized fit experience for a range of body shapes within a size. This exciting innovation is launching at Intertextile by invitation only. Select mills, brands and retailers will have the first look at this new technology.

As part of its long-term commitment to sustainability and focus on the company’s Planet Agenda platform, The LYCRA Company is also unveiling **LYCRA® EcoMade fiber** at Intertextile. This is the company’s first branded spandex/elastane product that is made with pre-consumer recycled materials.

To learn more about The LYCRA Company’s newest innovations and its commitment to a more sustainable future with Planet Agenda, visit Intertextile Booth E56 in Hall 4.1, and E55 in Hall 7.2 (Denim). For show information, visit Intertextile.com.

###

The LYCRA Company

About The LYCRA Company

The LYCRA Company innovates and produces fiber and technology solutions for the apparel and personal care industries, as well as specialty chemicals used in the spandex and polyurethane value chains. Headquartered in Wilmington, Delaware, The LYCRA Company is recognized worldwide for its innovative products, technical expertise, and unmatched marketing support. The LYCRA Company owns leading consumer and trade brands: LYCRA®, LYCRA HyFit®, LYCRA® T400®, L by LYCRA®, COOLMAX®, THERMOLITE®, ELASPAN®, SUPPLEX®, TACTEL®, and TERATHANE®. While The LYCRA Company's name is new, its legacy stretches back to 1958 with the invention of the original spandex yarn, LYCRA® fiber. Today, The LYCRA Company is focused on adding value to its customers' products by developing unique innovations designed to meet the consumer's need for comfort and lasting performance. For more information, visit www.thelycra.com.

LYCRA®, LYCRA® FitSense™, and LYCRA® MyFit™ are trademarks of The LYCRA Company.

** A complete up-to-date list of our current certifications can be found at lycra.com/sustainability.*