Lenzing showcases TENCEL™ Intimate at Intimasia 2018

New TENCEL™ Intimate demonstrates the TENCEL™ brand essence of 'feeling good with a natural touch' at India's largest lingerie and intimate wear trade show

The Lenzing Group (Lenzing) has introduced **TENCEL™ Intimate** to the India market at Intimasia 2018, the country's largest fashion trade show dedicated to lingerie and intimate wear with the participation of over 70 local and international intimate apparel brands. Held at the Adlux International Convention and Exhibition Centre in Ernakulam, Kochi, Intimasia is committed to elevating the intimate wear business by promoting fashion, innovation and ideation. Bringing the intimate apparel industry together, the event aims to contemplate the way forward for the fastest growing sector of the textiles and apparel industry in India.

As the sponsor of the event's Gala Night and fashion show, Lenzing showcased the TENCEL™ brand essence of 'softness' and 'feeling good with a natural touch' with TENCEL™ Intimate to industry professionals.

Under the TENCEL™ portfolio that was officially launched at Première Vision Paris last month, TENCEL™ Intimate is enabled by two versatile and highly compatible fibers, TENCEL™ Modal and TENCEL™ Lyocell, and is designed for distinctive everyday usage. Derived from renewable wood sources using Eco Soft technology, TENCEL™ Intimate cellulosic fibers gently embrace with long-lasting softness, keeping wearers pleasantly cool and dry throughout the day and night. The fibers of botanic origin naturally manage the transportation of moisture, contributing to breathable fabrics that provide a less favorable environment for bacterial growth, and offering better hygienic qualities.

"Intimasia has provided a great opportunity for domestic brands to connect with the ever-growing demand in the India market and bring them to international standards, and we are excited to be part of it and elevate the sustainability topic with TENCEL™ to show," said Jayaraman S, Commercial Director of Asia Pacific & South Asia at Lenzing Fibers. "Innerwear is the key segment for TENCEL™ intimate. With its exquisitely gentle quality that creates a barely-there feel, TENCEL™ Intimate cellulosic fibers is the ideal material for intimate wear."

TENCEL™ intimate was created alongside TENCEL™ Active, TENCEL™ Denim, TENCEL™ Home, and TENCEL™ Luxe under the TENCEL™ portfolio, as part of Lenzing's new brand

strategy to move beyond fiber to distinctive everyday usage or application in consumer-focused–branded offer.

Intimasia 2018 ran from March 8-10 in Kochi, India. Lenzing was showcasing its sustainable cellulosic fibers at fashion show grand finale made by various Domestic brands.

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For more details about TENCEL™, TENCEL™ Active, TENCEL™ Denim, TENCEL™ Home, TENCEL™ Intimate and TENCEL™ Luxe, please visit www.tencel.com .

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