LENZING™ ECOVERO™ marks an entry into Indian fashion brands with Global Desi and AND

- ***The collaboration is a substantial step in LENZING's sustainability journey within India***

LENZING™ ECOVERO™, the sustainable and environmentally responsible viscose fibre brand of Lenzing Group today announced the partnership with lifestyle fashion brands - Global Desi and AND from The House of Anita Dongre. The collaboration will offer customers a special collection by the brands made with sustainable fibre. This partnership marks a key milestone in the sustainability journey of LENZING™ ECOVERO™ as the eco-viscose fiber's forays into one of India's leading fashion houses.

Commenting on the collaboration, **Avinash Mane, Commercial Head, South Asia, Lenzing AG** shared, *"With climate change and global warming becoming a stark reality, conversations around making concrete changes to sustaining our ecology are now mainstream. Consumers are eager to understand how their choices make a difference and asserting them for the sake of the world they live in. Leading this trend is a growing demand for sustainable fashion within the Indian market and weare delighted to expand our existing association with The House of Anita Dongre to Global Desi and AND – their young and vibrant brands with a global appeal. The given popularity of the brands will allow us to reach out to a wider audience in India and reinforcing the importance of adopting sustainable choices. "*

Speaking about the collaboration, **Anita Dongre, Chief Creative Officer, House of Anita Dongre**shared, "*As nature and animal lover, and a vegan, I feel very strongly about our impact on the environment. The fashion industry is the second largest polluting industry in the world and therefore sustainability is the need of the hour. At the House of Anita Dongre, we are striving to be sustainable and are making firm efforts to reduce our environmental footprint*."

LENZING™ ECOVERO™ is an innovation by the Lenzing Group, makers of TENCEL™ fibers. TENCEL™ is also part of the FW19 collection with both brands. The Global Desi and AND collection using fine sustainable ECOVERO™ fibres is a fresh new take on timeless designs, blending architecture with art, and classic silhouettes with contemporary aesthetics.

LENZING™ ECOVERO™ is a sustainable viscose brand manufactured only from certified and controlled wood sources and produced with significantly lower emissions and water than generic viscose, making it one of the best sustainable fibers in the industry.

About LENZING™ ECOVERO™ :
With 80 years of experience, the Lenzing Group is the only company in the world which produces significant volumes of all three wood-based cellulose fibre generations. The Lenzing Group is an international company that produces high-quality fibres made with wood pulp from sustainable tree farms. Derived from certified renewable wood sources using an eco-responsible production process by meeting high environmental standards, LENZING™ ECOVERO™ fibers tailor to a sustainable lifestyle, contributing to a cleaner environment.

About Sustainability at House of Anita Dongre :
We believe in creating beautiful tomorrows for our crafts, people and planet. We look towards the future, practicing and building processes that are sustainable, innovative and environmentally conscious.
Emphasizing the extremely important role of Design for fashion sustainability, Anita touched upon the need for educating designers on sustainable fibers and reducing fabric waste. Being passionate

about women empowerment through economic independence¸ she referred to fashion as an amazing, wonderful tool for bringing employment back to villages of India. To accelerate transition to a more sustainable industry, she put forth the idea of audit agencies to consider looking beyond conventional profit and loss assessment of companies to also include social & environmental impacts created.

We have supported planting of 25,000 trees for forests & wildlife as part of Earth Day celebrations in April 2018 in collaboration with grow-trees.com at Bassi Wildlife Sanctuary, Chittorgarh district of Rajasthan (India) coupled with a unique consumer engagement campaign.

Our design headquarters in Navi Mumbai was constructed keeping in mind our environment. The eco-conscious building is constructed to conserve energy and reduce our carbon foot-print by harnessing natural sunlight and ventilation. 90% of our Exclusive Brand Outlets now equipped with energy saving LED lamps.67% of waste water generated is recycled which is deployed for toilet flushing and lawn irrigation. We have set up segregation of wet and dry waste for composting. 100% of our Electronic Waste (E-Waste) is recycled & disposed off in an environment-friendly manner.