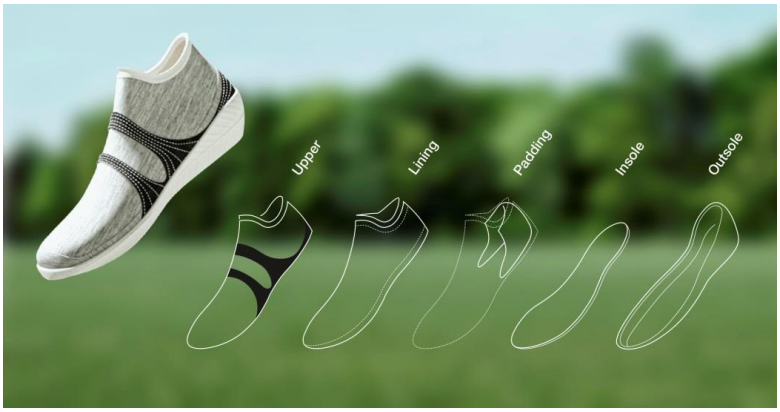
TENCEL™ for Footwear debuts in India

~Post the astounding success in apparel, TENCEL™ looks towards footwear to help consumers select sustainable options~



Lenzing Group (Lenzing) announced its plans to enter the footwear segment. During the launch, they will also showcase its unique and globally acclaimed concept of the botanic shoe in India. Globally, Lenzing has partnered with brands such as UGG, Converse, Native, Gant, TOMS, Allbirds, Alceste, Veja, H&M, Soludos and Leguano for sustainable footwear. Taking the commentary on sustainable footwear forward, TENCEL™ for footwear is conceptualized using source ingredients from nature. By substituting multiple components of the shoe with TENCEL™ fibers, the shoe has a healthy mix of performance, sustainability and versatility for footwear connoisseurs. With 24.2 billion pairs of shoes created globally in 2018 alone, there's an urgent need for sustainable alternatives with performance features to the current ones available in the market.

The launch of this botanic shoe comes at a time when the Government of India has committed to ending the use of single-use plastic in the coming years. With a strong presence of TENCEL™ features such as Sustainability (raw material wood from responsibly managed forestry, environmentally friendly production process, compostability), Comfort (breathability, smooth to the skin) Performance (moisture management, reduced bacteria growth) which make the TENCEL™ fibre shoes as a perfect option for the current footwear industry

Speaking on this launch, Pranesh Shridharan, Head of Business Innovation, AMEA - Lenzing said, "Consumers today are extremely conscious. They are aware of the implications their purchases will have on the environment and are open to making an informed decision. Today's youth are looking at alternatives whether its for apparel, accessories or even beauty. Keeping this trend in mind and with GOI's push green solutions, we believe its an extremely important time for us to be in India and partner with footwear brands that are looking for sustainable solutions with strong performance features.

The possibilities range from the textile fiber in the upper material, as a filling material or a nonwovens fleece in the inner sole through to LENZING™ Lyocell powder in the outer sole or the padding. Likewise, shoelaces and the supporting material for zippers are possible. The more shoe components are made of TENCEL™ Lyocell/modal fibers, the closer we are getting to the vision of a bio-degradable shoe."

TENCEL™ fiber used and the material construction to create the shoe requires no special care, making it all season friendly.

TENCEL™ is the textile specialty brand under The Lenzing Group that covers textile specialty product offerings for apparel and home. The TENCEL™ product brand portfolio defines a new evolutionary step in terms of sustainability, functional benefits, natural comfort and caters for distinctive everyday usage or application. Product brands under TENCEL™ includes TENCEL™ Active, TENCEL™ Denim, TENCEL™ Home, TENCEL™ Intimate and TENCEL™ Luxe.

Featuring botanic origin and biodegradable quality, TENCEL™ Modal and TENCEL™ Lyocell fibers can enhance breathability of fabrics and have minimal static charge when used in fabrics. Fabrics made of TENCEL™ Modal and Lyocell fibers are also gentle on skin with smooth, long-lasting softness, color vibrancy and color retention features. Through moisture management, TENCEL™ Lyocell fibers absorb moisture efficiently. With less available moisture formed on the surface of the fiber for bacteria to grow, TENCEL™ Lyocell fibers provide a less favorable environment for bacterial growth, offering better hygienic qualities. Moisture management and thermal regulation fiber properties can be found in TENCEL™ Home and TENCEL™ Active branded fabrics.

Fibers used under the TENCEL™ brand are derived from certified and controlled sources following the stringent guidelines of the Lenzing Wood and Pulp Policy. Namely TENCEL™ Modal and TENCEL™ Lyocell, both cellulosic fibers are produced via responsible production processes and are compostable and biodegradable. TENCEL™ Modal and TENCEL™ Lyocell are designated by the USDA (U.S. Department of Agriculture) BioPreferred® Program.

About The Lenzing Group:

The Lenzing Group stands for ecologically responsible production of specialty fibers made from the renewable raw material wood. As an innovation leader, Lenzing is a partner of global textile and nonwoven manufacturers and drives many new technological developments. The Lenzing Group's high-quality fibers form the basis for a variety of textile applications ranging from elegant ladies clothing to versatile denims and high-performance sports clothing. Due to their consistent high quality, their biodegradability and compostability Lenzing fibers are also highly suitable for hygiene products and agricultural applications.

The business model of the Lenzing Group goes far beyond that of a traditional 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 the efficient utilization and processing of all raw materials and offers solutions to help redirect the textile sector towards a closed-loop economy.