Workwear gets sustainable and soft with Arvind x TENCEL™ range

TENCEL™, the textile specialty fiber brand under Lenzing, has announced its partnership with the textile and garment major Arvind Ltd. and have recently launched a collection of trendy, stylish sustainable shirts and suiting for men. Quarantine clothing goes green with the perfect balance of comfort and performance. Made using superior fabrics consisting of TENCEL™ branded fibers, The Arvind x TENCEL™ collection allows customers to make a conscious choice and give back to the environment. This partnership marks a key milestone in the sustainability journey of TENCEL™ fibers that brings a good range for the menswear segment.

The current scenario has increased the focus on outfits which keep you comfortable through the day and this collection helps provide a good solution. The collection has been created with the utmost care and an eye for detail, allowing it to be worn across the year. It's light, soft, biodegradable and it consumes less water and syncs well with trends and style. Features in workwear like softness and breathability which have been a key parameter for womenswear are now equally important for men as well, this is one of the key benefit male consumers can expect out of this range.

Customers looking to purchase this can visit arvind.nnnow.com or any of the 135 The Arvind Stores across India. The incredibly stylish yet comfortable collection is priced at a range of Rs. 1799 – Rs. 2299.

Commenting on the collaboration, **Avinash Mane, Commercial Head, South Asia, Lenzing AG** shared, *"At Lenzing, we are always working closely with different partners to minimize the environmental footprint of the fashion industry and help consumers make conscious purchases. It is encouraging to see that Arvind, shares this value and is setting out to positively influence the community."*

Speaking about the collaboration, **Pranav Dave, CMO – Arvind Limited** mentioned, "From innovation in fibre to sustainability in fashion, Arvind has been revolutionizing the fashion industry and powering high-fashion brands across the world with continuous innovative offerings. Therefore,

it was only natural for us to partner with TENCEL™ brand. Staying true to TENCEL™'s core promise- each garment is light and breathable with added performance features and at the same time is high on sustainability.

TENCEL™ branded fibers are derived from sustainably managed forests and manufactured using an award-winning closed-loop process that produces fibers with a significantly lower carbon footprint and thus helps lower the ecological balance. With features like smoothness, breathability, colour retention and biodegradability, this is the perfect alternative option for both brands and consumers moving towards eco-fashion

About TENCEL™:

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, and 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, colour vibrancy and colour 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 favourable 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.

Key Facts & Figures Lenzing Group 2019
Revenue: EUR 2.11 bn
Nameplate capacity: 1,045,000 tons
Employees: 7,036

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