For the Second Consecutive Year, Red Carpet Green Dress™ Collaborates with Lenzing's TENCEL™ Brand on Sustainable Eco-Couture Textiles for the OSCARS®

Following the success of their 2020 partnership, Red Carpet Green Dress and TENCEL™ brand from sustainability leader Lenzing, are excited to announce the extension of the organisations' collaboration for a second year running at the 93rd Academy Awards®.

As a part of the collaboration, RCGD x TENCEL™ launched a range of eco-couture materials made from TENCEL™ branded materials are currently being adapted into bespoke looks for a number of this year's Oscars® nominees and physical red carpet guests. Paying homage to RCGD's roots as a design contest, the looks themselves and the talent wearing these designs are to be unveiled the night of the Oscars on Sunday 25th April. For the first time in its history, the Oscars® is to be hosted across multiple sites in the USA and Europe. In what has been an unusual year for many, Red Carpet Green Dress is working to honour their commitment in creating design solutions that work from moment to movement on the red carpet of the biggest of all global stages.

Last year at the Oscars, RCGD x TENCEL™ partnered with Louis Vuitton and created sustainable a custom-made gown for James Bond Spectre's Léa Seydoux to wear in attendance to the 92nd Academy Awards® as an ambassador for RCGD. Meanwhile, filmmaker Elena Andreicheva took home an Oscar wearing a sustainable gown created from RCGD x TENCEL™ Luxe branded fabrics in partnership with couture designer Laura Basci. In addition, a stunning design created by leading ethical luxury designer Benedetti Life, that featured an RCGD x TENCEL™ Luxe eco-couture textile, was revealed at the Red Carpet Green Dress Pre-Oscar Gala last year.

This year's designs will include TENCEL™ branded lyocell fibers, modal fibers and filament yarn that are of 100% botanic origin. Derived from renewable wood sources, the fibers and filament yarn are produced using eco-responsible production processes. Fabrics made of TENCEL™ Modal and Lyocell fibers are also gentle on skin with smooth, long-lasting softness, breathability, color vibrancy and color retention features. With silky smooth-ness, liquid-like drape and color vibrancy, TENCEL™ Luxe filament yarn gives fabrics an exquisite sensual appeal and is ideal for eco couture and luxury fashion. All TENCEL™ fibers are certified biodegradable and compostable under industrial, home, soil, fresh water and marine conditions.

Drawing attention to the importance of more sustainable practices in fashion and being part of bringing those solutions to the global market, Red Carpet Green Dress was conceived in response to a lack of ethical choices on the red carpet. Founded by leading environmental advocate, Suzy Amis Cameron, the organisation has been

committed to creating positive change for over a decade. TENCEL™ brand share a similar vision and aspire to lead the pursuit of eco-friendly solutions for textiles, garments and fashion as they aim to blend high fashion with sustainability whilst maintaining quality. Coming together and partnering to launch a range of eco-couture textiles felt like a natural next step. With the fashion industry being one of the top polluters across the globe, the RCGD x TENCEL™ textiles are now contributing towards positive change for a more green future.

‘’Our partnership with TENCEL™ is one of the most exciting and rewarding for Red Carpet Green Dress. The organisation represents some of the key pillars of sustainability, ranging from accessible sustainable design solutions with a focus on circularity and decarbonisation, across to its inherent understanding of the need for responsible production and consumption. Our Oscars collaboration is always a highlight, and we are so excited that innovations like this exist for the global design community.’’
- Samata, CEO at Red Carpet Green Dress

“Once again, we are thrilled to partner with Red Carpet Green Dress to bring eco couture to the spotlight. This year, with the expansion of our collaboration to include TENCEL™ branded Modal and Lyocell fibers and TENCEL™ Luxe filament yarn, we are providing designers and brands with a bigger canvas that caters for greater creativity in fabric style, touch and feel. While our fibers and filament yarn are derived from wood harvested from certified and controlled sources and are some of the most sustainable materials used in fashion, we are not stopping there. At TENCEL™, we are on a journey to True Carbon Zero, with a vision to achieve net-zero emissions by 2050 and contribute to a carbon neutral fashion industry. We hope that our collaboration will encourage more designers and brands to look out for materials that do not only expand the frontiers of aesthetic appeal, but also make a difference to our planet.”
- Harold Weghorst, Global Vice President of Marketing & Branding at Lenzing Group

About TENCEL™

TENCEL™ is the textile specialty brand under The Lenzing Group that covers textile specialty product fiber 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™ include TENCEL™ Active, TENCEL™ Denim, TENCEL™ Home, TENCEL™ Intimate, TENCEL™ Luxe and TENCEL™ for Footwear.

Press release

Featuring botanic origin and biodegradable quality, TENCEL™ branded modal and lyocell fibers can enhance the breathability of fabrics and have a 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. TENCEL™ Lyocell fibers are versatile and can be combined with a wide range of textile fibers to enhance the aesthetics and functionality of fabrics. Through moisture management, TENCEL™ Lyocell fibers can also absorb moisture efficiently. A variant of the Lyocell production process also produces the TENCEL™ Luxe branded lyocell filament yarn, which is an extremely fine filament yarn for luxury fabrics and supremely smooth to the touch. Exhibiting high flexibility, TENCEL™ Modal fibers enhance textiles with a naturally soft quality. Offering endless design possibilities, TENCEL™ Modal fibers can be blended with other fibers and processed using conventional machinery, significantly improving the softness and comfort of fabrics.

Fibers and filaments 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™ branded modal and lyocell fibers, as well as TENCEL™ Luxe branded filament yarn, are produced via environmentally responsible production processes and are compostable and biodegradable, thus can fully revert back to nature. They are designated by the USDA (U.S. Department of Agriculture) BioPreferred® Program.

About Red Carpet Green Dress™:

RCGD is a women-led global change-making organisation working from ‘moment’ to movement, bringing sustainability to the forefront of conversation and action within the fashion and apparel industry. Celebrating its 10th year in 2019, the campaign was conceived by Suzy Amis Cameron (actress, environmental advocate, and author of OMD: The Simple, Plant-Based Program to Save Your Health, Save Your Waistline and Save the Planet). When faced with the lack of ethical fashion choices while attending global premieres of husband James Camerons’ ‘Avatar’, Suzy decided that it was time for a change. The RCGD goal is to draw attention to the importance of more sustainable practices in fashion and be part of bringing those solutions to the global market. Suzy created an international design contest, challenging emerging and established designers worldwide to develop sustainable Oscar-worthy gowns, thus fulfilling the Red Carpet Green Dress criteria to serve the need for more sustainability in the industry. Additionally, focusing on social impact consideration, fair and humane treatment of manufacturers, a clear supply chain, and materials that use a high proportion of recycled and biodegradable materials.

Leading fashion houses including Louis Vuitton, Vivienne Westwood, Armani, Elie Saab, Swarovski, Christian Siriano, Bulgari, Dunhill and Reformation have joined the campaign to create sustainable red carpet wear. Celebrities including Sophie Turner, Emma Roberts, Gina Rodriguez, LaKeith Stanfield, Kellan Lutz, Camila Alves, and Naomie Harris have joined the campaign as representatives. RCGD™ has been featured in Vanity Fair, W Magazine, People, Hello Giggles, The Hollywood Reporter, WWD, Washington Post, Harper's Bazaar, VOGUE, Refinery29, The Guardian, ELLE, LA Times, The New York Times, InStyle and others.

Instagram - @redcarpetgreendress
Twitter - @redcarpetgreend
Facebook - @redcarpetgreendress
#RCGD

For more information, please visit www.rcdglobal.com.