

House of Anita Dongre Unveils Spring-Summer '21 Collection Featuring TENCEL™ Fibres

- *The Spring – Summer '21 collection titled 'Sounds of the Forest' aims to inspire conversations around conserving and flourishing forests*
- *Collection made from TENCEL™ branded modal fiber*

TENCEL™ branded fibers by Lenzing Group in collaboration with Anita Dongre, today unveiled a new Spring Summer'2021 collection – '**Sounds of the Forest**'. The collection showcases TENCEL™ branded fibers originating from sustainably managed forests and inspires soul-stirring renditions of nature. The collection marks a key milestone in the successful partnership of the Lenzing Group and Anita Dongre.

The collection uses renewable and biodegradable materials featuring light and easy ready to wear that take after the whimsical beauty of the woodlands with harmonies of flora and fauna reflected in patterns and prints. The colour spectrums take inspirations from pastels of early mornings and deep indigos of midnight. The silhouettes created are perfect for a getaway celebrations or beachy pre-wedding ceremonies.

Speaking about the association, **Mr. Avinash Mane, Head of Commercial for Textile Business, South Asia, Lenzing Group** said, *"We are pleased to bring out another stunning collection with the House of Anita Dongre. Our prior associations with the brand have helped in furthering our narrative for sustainable fashion among consumers and influencers in the fashion fraternity within India. This collection – 'Sounds of the Forest' rings special resonance with TENCEL™ brand as it emphasizes on conserving forests, a thought which is of key priority at all Lenzing fibers. Through this collection, we hope to create a larger outreach among the industry on adopting alternative resources and processes in their brand."*

Speaking about the association, veteran designer **Anita Dongre**, shared; *"We are delighted to collaborate with the Lenzing Group once again. As a designer who is a nature and animal lover, I think it's important to always look for solutions that are sustainable and good for the planet."*

TENCEL™ Modal 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.



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.

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, 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 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 fibers, both cellulosic fibers are produced via environmentally responsible production processes and are compostable and biodegradable, thus can fully revert back to nature. TENCEL™ Modal and TENCEL™ Lyocell fibers are designated by the U.S. Department of Agriculture (USDA) 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. In order to reduce the speed of global warming and to accomplish the targets of the Paris Climate Agreement and the "Green Deal" of the EU Commission, Lenzing has a clear vision: namely to make a zero-carbon future come true.

Key Facts & Figures Lenzing Group 2020

Revenue: EUR 1.63 bn

Nameplate capacity: 1,045,000 tons

Employees: 7,358

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Disclaimer: The above key financial indicators are derived primarily from the condensed consolidated interim financial statements and the consolidated financial statements of the previous year of the Lenzing Group. Additional details are provided in "Notes on the financial performance indicators of the Lenzing Group", the glossary to the half-year report, and the condensed interim consolidated financial statements and the Lenzing Group's consolidated financial statements of the previous year. Rounding differences may occur in the presentation of rounded amounts and percentages.
