TENCEL™ brand and RCGD Global spotlight eco-couture at the Oscars® and unveil winning looks of the 2020 and 2021 Global Design Contest

- *TENCEL™ and RCGD Global collaborates for the third year running to spotlight eco-couture at the Oscars*
- *Winning designs of the 2020 and 2021 Global Design Contest were unveiled publicly for the first time in Los Angeles on March 25th*
- *TENCEL™ branded lyocell fibers featured in custom-made gowns by HELLESSY, Patrick McDowell and BENEDETTI LIFE*

Lenzing's flagship textile brand, TENCEL™, and RCGD Global (formerly known as Red Carpet Green Dress™) join hands for the third year to spotlight eco-couture at the 94th Awards® (also known as "the Oscars"). As part of the partnership, RCGD Global and TENCEL™ also unveiled the winning designs of the 2020 and 2021 Global Design Contest for the first time at a Pre-Oscars celebratory event in Los Angeles on March 25th.

"We are proud to partner with RCGD Global for the third consecutive year in greening up the Oscars and empowering rising designers through the global design contest. These events are major milestones in our goal to bridge the divide between luxury fashion and bringing positive impact to our planet. As we celebrate the 30th anniversary of TENCEL™ this year, the ongoing collaboration supports our overarching mission to provide brands and designers with sustainable solutions, focusing on enhancing circularity and achieving a completely transparent supply chain," said Harold Weghorst, Global Vice President of Marketing and Branding at Lenzing AG.

Bringing greener alternatives to the red carpet

This year, three custom-made gowns, made of bespoke fabrics made from TENCEL™ Lyocell fibers and TENCEL™ Luxe filament yarn have been featured on the red carpet of the Oscars. More information about the fabrics used in the red carpet gowns can be found in the Appendix A.

Star of “Uncharted”, “You” and “Chilling Adventures of Sabrina”, Tati Gabrielle wore a custom HELLESSY off-shoulder cape gown dress made from an ivory TENCEL™ Lyocell textile with fringing that drips like frost around the body.

Photo Credits: RCGD Global



Seasoned Broadway performer and star of the Best Picture nominated “West Side Story", Paloma Garcia Lee makes her Oscars debut wearing a custom Patrick McDowell gown in a luxury textile made fromTENCEL™ Lyocell fibers and linen with a bottle green sensation.

Photo Credits: RCGD Global



Lifelong sustainability advocate and mother of Billie Eilish and Finneas, Maggie Baird wore a custom BENEDETTI LIFE custom-made gown in a luxurious black textile made from TENCEL™ Luxe filament yarn, black textile made from TENCEL™ Lyocell fibers, as well as blue fabric made of carbon zero TENCEL™ Lyocell fibers.
Photo Credits: RCGD Global



Derived from sustainably sourced natural raw material wood, TENCEL™ branded lyocell fibers are produced in a closed loop process and are fully biodegradable and compostable. Known for its natural comfort, fabrics made of TENCEL™ Lyocell fibers are also gentle on skin with high tenacity and efficient moisture management.

As a vegan sustainable alternative to silk, TENCEL™ Luxe filament yarn give fabrics an exquisite sensual appeal with silky smoothness, liquid-like drape and color vibrancy. Produced using eco-responsible production processes, TENCEL™ Luxe filament yarn is also certified as biodegradable and compostable, offering a circular solution to eco-couture and luxury fashion.

Empowering rising designers to go green

The winning designs of the 2020 and 2021 Global Design Contest, organized in partnership with RCGD Global and CLO, were unveiled publicly for the first time at a Pre-Oscars celebratory event in Los Angeles on March 25th to leading sustainable advocates. Those in attendance included Zoe Saldana, Paloma Garcia Lee and Haley Strode.

'It was a rejoicing moment to celebrate our Pre-Oscars celebration after two years of remote activity. It has been a pleasure to have our friends and supporters in one room to applaud fabrication and technological advances in the fashion industry alongside finally showcasing Sanah Sharma, Jasmine Kelly Rutherford and Yuriko Fukuda's RCGD GLOBAL Design Contest winning looks. We are also thrilled to continuing the celebrations with our annual sustainable gowns created with our partner TENCEL™ on the red carpet at the 94th Academy Awards®," said Samata Pattinson, CEO at RCGD GLOBAL.

Using fabrics with a blend of TENCEL™ Luxe filament yarn and cashmere, winner of the 2020 gown design, India-based designer **Sanah Sharma**curated a chic and majestic gown with zero-waste in mind. The gown shines with elegance in a silverish grey sheen.

Photo Credits: RCGD Global



Winner of the 2020 suit design, New York-based **Jasmine Kelly Rutherford**created a unique look uses fabrics with a blend of TENCEL™ Luxe filament yarn and cashmere. The silvery grey sheen brings an exquisite twist to the classic red carpet tuxedo look and it's an absolute compliment when paired with Sanah's gown. .

Photo Credits: RCGD Global



UK-based **Yuriko Fukuda**, 2021's womenswear winner, designed a bespoke look using fabrics made of TENCEL™ Lyocell fibers and acetate. The gorgeous black look gives a new meaning to LBD for red carpet moments.

Photo Credits: RCGD Global



The winning design of the 2021 menswear category, created by Singapore-based designer Benjamin Koh, will be unveiled at a later date.

As a celebration of sustainable innovation in haute couture, the event also featured a “green” carpet made of TENCEL™ Lyocell fibers. Originated from certified and controlled wood sources, TENCEL™ Lyocell fibers can be fully biodegradable and compostable. Made of TENCEL™ Lyocell fibers, the carpet exhibits a pleasant, naturally gentle feel.