Lenzing Fibers Conclude ‘The Lenzing Conclave’ in Surat and Mumbai

- *The conclave is aimed at updating and empowering Indian textile industry on global best practices across value-chain*
- *Featured focused discussions and rich ideas exchange on developing new range of products along with the local weaving community, domestic brands, and their supply chain*
- *The Lenzing Conclave hosted in Surat and Mumbai jointly witnessed participation from over 250+ experts from 181 organizations*

The Lenzing Group – world’s pioneer in wood-based specialty fibers, hosted **‘The Lenzing Conclave’** in Surat and Mumbai. Through knowledge sharing and a robust discussion forum, the conclave aims to connect supply chain partners with the new generation of fibers and products for the textile industry. The primary goal of the conclave was to engage with the local weaving community, domestic brands, and their supply chains and explore a new line of products. The Lenzing Conclave offered a platform for rich discussion and ideas exchange. India is one of the key markets for Lenzing Group and ‘The Lenzing Conclave’ brings learnings from 80+ years of fibre innovations and paves path for the future of textiles and fashion.



Speaking on the initiative, **Mr. Avinash Mane, Commercial Director, Lenzing Group, South Asia** shared*, “We are encouraged by the heartening response to the ‘Lenzing Conclave’ in Mumbai and Surat. Both of these markets have a significant contribution to the Indian textile industry. And with the current uncertainties being faced by a lot of countries, this is an ideal time for our industry to benefit from new innovations with preferred pricing. In order to help the Indian textile industry, thrive, it is important to imbibe and embed sustainability. Our products TENCEL™ lyocell & modal fibers and LENZING ECOVERO™ viscose fibers help maintain*

environmental balance by being integrated into nature's cycle. The participants recognized the value of these more efficient and environmentally friendly products satisfying the demands of the market today. As more brands and manufacturers show interest in embracing sustainable textiles, we expect the market for our products to grow further."



The Lenzing Conclave in Mumbai focused on the creation of new product lines with TENCEL™ lyocell and modal fibers along with homegrown brands and their supply chains. The discussions focused extensively on the current developments within the global market for fiber and how the Indian textile makers can benefit from it. The discussion during the Lenzing Conclave in Surat on the other hand, concentrated on collaborating with local weaving community and creating innovative new products, especially with traditional clothing like sarees. The conclave hosted interesting discussion with Gujarat's weaving community on global fiber market updates and trends throughout the conclave.

The event included product display for traditional clothes as well as denim, home & interiors, intimates, and outerwear, among other end uses. The exhibit showcased a variety of ground-breaking fabric developments created for both the domestic and global markets using LENZING™ECOVERO™ specialty viscose fibers and TENCEL™ lyocell and modal fibres. The trend reports presented during the conclave gave attendees an overview of the global fibre market's position today and its future possibilities.

Lenzing has been operating in the Indian market for close to two decades. The group has taken the initiative to encourage the entire textile value chain in India to embrace more environmentally friendly practices. The flagship textile brand of Lenzing, TENCEL™ fibers, celebrated its 30th anniversary in 2022. TENCEL™ fiber brand has inspired major international firms to embrace greener business methods throughout the whole textile value chain. As the

demand for eco-friendly clothes among consumers in India has increased, Lenzing has transformed from a single product brand into a wide assortment of options. These include TENCEL™ lyocell/modal and LENZING™ ECOVERO™ branded specialty fibers. Lenzing Group has also introduced Carbon-zero TENCEL™ branded fibres that are certified as CarbonNeutral® and the group's main initiative towards its aim of reaching net zero carbon emissions by 2050.

Lenzing is currently present in all significant textile categories in India, including denim, home furnishings, casual outerwear, general outerwear, and ethnic and intimate wear. This success is reflected in collaborations with ace designers such as Satya Paul, Ritu Kumar, Rajesh Pratap Singh, Anita Dongre, Anju Modi, and Abraham & Thakore to leading brands such as Levi's, Jockey, Myntra, D'decor and Global Desi to name a few. Lenzing opened its second Supply Chain Solutions Hub in Surat in 2022 after opening its first "The Lenzing Hub" in Mumbai in 2020. Both are successfully addressing the needs of regional businesses.