

Sustainable Textile Innovation at the Forefront: Highlights from the 15th Lenzing Conclave in Jaipur

The 15th Lenzing Conclave, held in Jaipur and co-hosted with the Garment Exporters Association of Rajasthan (GEAR), marked a significant leap in advancing sustainable textile practices. This event served as a crucial meeting point for Jaipur's garment makers, spotlighting the integration of sustainable innovations and practices in the textile sector.

Lenzing, a leader in eco-friendly specialty fibers, showcased its premier brands like TENCEL™, LENZING™ ECOVERO™, and the newly developed LENZING™ ECOVERO™ black fibers. The conclave was a platform to discuss the evolving global trends in consumption and the pressing need for sustainable supply chain solutions. This is especially relevant for Jaipur's garment industry, poised to incorporate these advancements seamlessly into their operations.

The event featured an expansive display of Lenzing's latest offerings across various segments like outerwear, ethnic wear, home textiles, knits, and denim. This exhibition underscored Lenzing's dedication to pushing boundaries in both innovation and sustainability. GEAR's participation also highlighted its commitment to aligning with global trends and charting a future course for success in the international market.

Mr. Zakir Hussain, GEAR's President, stressed the critical role of collaboration and the use of sustainable materials, aligning with Lenzing's ethos. Jaipur's garment sector, including 350 GEAR members, is a significant contributor to the apparel industry, serving prominent Indian and international brands.

Avinash Mane, Senior Commercial Director of AMEA & NEA region, Textiles Business at Lenzing Group, reflected on the conclave's impact, saying, "The Lenzing Conclave in Jaipur symbolized the fruitful collaboration between Lenzing and Jaipur's garment industry." He expressed optimism for a continued partnership that will influence the global textile landscape, positioning the conclave as a transformative event for both Lenzing and Jaipur's dynamic garment sector.