

# TENCEL™ Lyocell – HV100: Redefining the Future of Denim and Woven Fashion

The global textile industry witnessed a remarkable moment of innovation as **Lenzing AG** introduced its breakthrough fiber **TENCEL™ Lyocell – HV100** to the Chinese market at **Intertextile Shanghai Apparel Fabrics – Spring Edition 2026**. This milestone launch signals a powerful new chapter in textile development, where advanced fiber engineering meets the evolving aspirations of the global fashion industry.

Originally unveiled at **Kingpins Amsterdam 2025**, HV100 was first designed to transform **premium denim fabrics**. Now, with its China debut, the innovation is expanding beyond denim into a broader universe of woven apparel such as chinos and shirting—opening doors to new creative and commercial possibilities for mills, brands, and designers worldwide.

## A Fiber Inspired by Nature, Engineered for the Future





What makes **TENCEL™ Lyocell – HV100** truly extraordinary is its ability to combine **natural aesthetics with advanced fiber engineering**. Using Lenzing’s innovative **Variocut technology**, the fiber is produced with **controlled variation in staple lengths**, resulting in fabrics that display subtle irregular textures and a soft matte finish—closely resembling the organic beauty of naturally grown fibers.

While maintaining the celebrated softness and comfort associated with TENCEL™ fibers, HV100 introduces a **more authentic, cotton-like visual appeal**, offering designers the freedom to create fabrics with depth, character, and sophistication.

### **China: The Catalyst of Global Textile Innovation**

China continues to stand at the forefront of textile innovation and manufacturing excellence. Through strategic partnerships with leading mills, Lenzing is accelerating the commercialization of HV100.

Renowned manufacturers such as **Advance Denim** and **Texhong International Group** have already begun exploring the fiber’s immense potential. Their technical expertise is transforming the fiber from concept into high-quality fabrics that meet the demands of modern fashion—combining performance, comfort, and sustainability.

These collaborations demonstrate how **Chinese mills serve as innovation engines for the global apparel supply chain**, turning cutting-edge fiber technology into scalable solutions for international brands.

### **Consumer Trust Driving Global Momentum**

The launch of HV100 is backed by remarkable consumer confidence in the TENCEL™ brand. According to research by NielsenIQ, TENCEL™ has been the **most recognized fiber brand in China for five consecutive years**.

Consumer sentiment further highlights the brand's strength:

- **92% purchase intent for apparel in China**
- **85% purchase intent globally among consumers familiar with TENCEL™**
- **88% satisfaction rate among buyers of TENCEL™-based garments**

These figures reflect a powerful reality: **consumers increasingly value materials that combine comfort, quality, and responsible production.**

### **Sustainability at the Core of Innovation**

Beyond aesthetics and performance, HV100 reflects Lenzing's commitment to responsible fiber production. The fiber maintains the environmental credentials associated with the broader LENZING™ Lyocell portfolio, including:

- **More than 50% reduction in carbon footprint compared with generic lyocell**
- **Over 50% lower water consumption**
- **Wood sourcing from FSC® or PEFC-certified forests**
- **Closed-loop manufacturing with over 99.8% solvent recovery**

This approach ensures that innovation in fashion also supports **environmental stewardship and sustainable material development.**

### **Opening the Next Era of Textile Creativity**

The introduction of TENCEL™ Lyocell – HV100 represents more than a fiber launch—it is the beginning of a **new design language for modern textiles**. By combining natural aesthetics, responsible production, and mill collaboration, Lenzing is enabling brands and designers to explore fabrics that feel authentic, perform exceptionally, and resonate with conscious consumers.

From premium denim to sophisticated woven apparel, HV100 is poised to shape the next generation of textiles—**where innovation, sustainability, and creativity weave together to redefine the future of fashion.**