

## **ROICA™ Partners Showcase ROICA Eco-Smart™ family at MarediModa, the Trade Fair dedicated to Beachwear Fabrics and Accessories.**

*ROICA™ the Smart Premium Stretch Innovation for Beachwear.*

November 6<sup>th</sup> through 8<sup>th</sup> at MarediModa, gain insight into **ROICA™** premium partners as they showcase their latest collections. A wide-range of offerings that include innovations using **ROICA™ Eco-Smart™** family, the responsible choice. The premium stretch fiber, produced by Asahi Kasei, innovations that meet contemporary business needs and consumer desires for garments in the modern wardrobe; fashion, athleisure, sportswear, intimates and swimwear.

**Asahi Kasei**, recognized for responsible smart innovations offers the **ROICA Eco Smart™** family, the range of the world's first responsibly made premium stretch fibers which includes **ROICA™** smart yarns that offer sustainable solutions with impressive certifications:

- **Global Recycled Standard (GRS) certified by Textile Exchange - ROICA™ EF** constructed with more than 50% pre-consumer recycled content.
- **Cradle to Cradle Certified™ Gold Level for Material Health** product and ingredients - **ROICA™ V550** yarn evaluated throughout the supply chain for lower impacts on human and environmental health. Striving toward eliminating all toxic and unidentified chemicals for a safe continuous cycle. **Hohenstein Environment Compatibility Certificate - ROICA™** proudly breaks down without releasing harmful substances.

**ROICA™** partners exhibiting at MarediModa presenting collections made with **ROICA Eco-Smart™** family:

- **Iluna Group S.p.A.**, presents the beachwear collection shading the light on GREEN LABEL and on precious prints and flocks. Iluna Group offers sarongs with fringes and coordinated modern all-overs. Iluna choose **ROICA™ EF** combined with **Q-Nova® by Fulgar** for the most innovative articles that are GRS certified since September 2018.
- **Maglificio Ripa** presents the **Earth Collection**, a beautiful range of intimates, beachwear and athleisure fabrics that will support brands' sustainability initiatives. The Earth Collection mixes **ROICA™ EF** with **EVO® by Fulgar**, a yarn made from castor oil and the GRS certified **Q-Nova®**, an environmentally-sustainable nylon 6.6 fibre obtained exclusively from regenerated raw materials and which meets given traceability requirements and last but not least, **Sensil® Ecocare** by Nilit Fibers which is now being studied.
- **PENN ITALIA S.R.L. and PENN TEXTILE SOLUTIONS GMBH** present **ECOINNOVATION**, a range of products that are fully sustainable, made of ca. 7 fabrics with recycled polyester and nylon and with **ROICA™ V550**.



*ECOINNOVATION by Penn with ROICA™ V550*



*Natural Dye Collection by Tessitura Colombo with  
ROICA™ EF*

□ **Piave Maitex S.R.L.** exhibits premium fabrics with unique effects made with **ROICA™ EF**, **ROICA™ V550** and **ROICA Resistance™** family that guarantees a good elasticity and perfect recovery. An extremely interesting shimmering jacquard whose yarns structure develops an uneven effect which takes on different shades according to the light.

□ **Tessitura Colombo Antonio S.R.L.** uses **ROICA™ EF** to reach a new level of advancement: Tessitura Colombo's "Natural Dye Collection", entirely made of Eco-Lace, offers a color palette of sophisticated shades created using amazing natural dyestuff on all eco materials used for this line! Originally launched three-years ago as a completely sustainable product range, is even better today as the progression of the world's first 100% recycled premium stretch range that is dyed in natural colors derived from plant origins.

Additional ROICA™ partners at MarediModa also exhibiting a wide-range of other ROICA™ specialties:

- **Eusebio S.P.A** The CONFIDENCE DIVISION beachwear collection 2020 uses **ROICA Colour Perfect™** family for all its items for beachwear/swimwear. Stretch jersey, beach-active coupled fabrics, stretch nets and tulle and the classic sponges for beachwear and clothing are characterized by neon solid colors, bicolor and multicolor stripes, positive-negative jacquard effects.
- **MG2 Creation S.A.S.**, the creation of beautifully soft, lustrous structures, patterns and jacquard effects born from newly developed structures. Products are developed with the **ROICA Resistance™** family of yarns for perfectly functional fit providing a customized technical chlorine resistant performance

Great news, **ROICA™** and **Bemberg™** by **Asahi Kasei** have announced the renewal their partnership with **Intima Media Group** for the season 2019, in support of the Italian award Stelle dell'Intimo and TOP 100 Meilleures Boutiques de France in France, exclusive contests where the best multibrand independent stores are selected and awarded in different categories. A precious and innovative platform that reawards the creative and qualitative excellence, ideal frame for promoting premium materials like **ROICA™** and **Bemberg™**.

**For further information, please contact:**

**GB Network**  
**press@gbnetwork.eu**  
**tel. +39 0276018402**

**ROICA™** "Advanced fit for living", a premium stretch fiber with an innovative range of smart functions to suit every Modern Wardrobe need. **ROICA™** shapes comfort with quality, performance and fit, adding value with values to everyday living for sport, intimates, fashion and business wear. **ROICA™** is made by **Asahi Kasei** who also offer a range of yarns, marketed as **Cupro**, that is truly unique and is designed to confer a cool, supple drape with an exquisite sensual silk-like touch  
**ROICA™** is a registered trademark of **Asahi Kasei Corporation**  
**ROICA™** IS also partner of **C.L.A.S.S.**

**C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy)** Leading the way since 2007, we are a unique multi-platform HUB based in Milan specialized in integrating a new generation of eco values into your fashion and home product and company. These new values are needed to speak to a new, smarter and contemporary conscience consumer. C.L.A.S.S., founded by Giusy Bettoni, introduces a new way of design thinking that represents a shift in culture, which enables your business to be competitive and socially innovative.