

ROICA™ Advanced Smart Stretch Solutions:

A première at Denim Première Vision

Superstudio Più –booth F3 - Milano, May 28th-29th, 2019

ROICA™ marks its very first presence at Denim Première Vision in Milan focusing on its world first premium sustainable stretch offer and key partnership with Candiani.

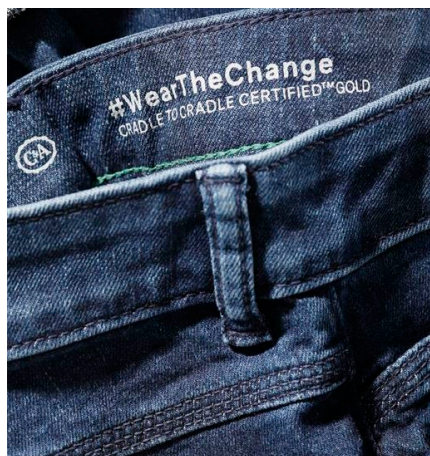
The City of Milan, the cool atmosphere of Superstudio Più, and Denim Première Vision are the perfect show-window for ROICA™ to introduce its key eco - high tech premium stretch stories and partnerships in the market able to offer real advanced denim experiences to visitors.

Let's start from the **ROICA™ and Candiani partnership**: shared vision, aligned mindset and DNA that reveal a common deep commitment to reach a new level of innovation that embodies responsibility with amazing look and touch! These were the premises that lead to the partnership between ROICA™ and Candiani which generated a very special ROICA™ yarn realized only for Candiani. A premium stretch yarn that is boasting a GRS (Global Recycled Standard) version 4 certification, thanks to its high percentage of recycled content and appropriated process of transformation. This ad hoc ROICA™ sustainable stretch solution perfectly fit the new amazing Candiani **ReLast** line, the range of market fresh responsible denim products whose objective is to introduce a 100% transformed innovative solution.

The outcome is not something we can describe with words, you need to experience it! No compromises just pure beauty, smart performing added values. We overcome new boundaries, and desires become real through new denim fabrics collection you can discover at ROICA™ (booth F3) and C.L.A.S.S. (booth F5) at Denim Première vision. And if you want to hear the real complete story, join us at the Smart Talk on stage on Wednesday 29th May 2019, at 10 am. Shinohe Hiroaki for ROICA™ – Chief Marketing officer in Asahi Kasei Spandex Europe - Simon Giuliani – Global Marketing Director at Candiani S.p.A. and Uwe Kippschnieder -



Denim Developer at Closed, will be driving this conversation “Partnerships transforming the fashion-materials value chain”. Candiani will introduce the 3 level partnership and the new Regen line, ROICA™ the whole sustainable portfolio of sustainable premium stretch and Uwe Kippschnieder from Closed will share a key denim brand experience such as Better Blue line in its whole dynamics.



Cradle to Cradle Certified Gold jeans available exclusively at C&A online store starting from August 2018 with ROICA Eco-Smart™ family*

Continuing with the special **ROICA™ and C&A cooperation**: In August 2018, C&A had launched a true technological innovation, the world's first stretch denim Cradle to Cradle (C2C) Certified™ at Gold level. The denim is equipped with another unique ROICA™ premium sustainable stretch solution, the ROICA™ V550 which boasts the **Cradle to Cradle Certified™ Gold Level for Material Health** product and ingredients certification. The **ROICA™ V550** yarn has been 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.

On top of the first certification ROICA™ V550 has also received the **Hohenstein Environment Compatibility Certificate** as it proudly breaks down without releasing harmful substances.

The unique yarn boasting these certifications, joined this innovative C2C project as key ingredient for the fabric produced by Arvind Limited, Denim Division, since it has been Cradle-to-Cradle certified since 2016. Asahi Kasei is proud to be a partner of C&A for the launch of this world-leading program for responsible denim. The project perfectly echoes and matches the Asahi Kasei mission to create products that deliver better value with values.

ROICA™ owns an important portfolio of innovations dedicated to contemporary consumer, but in occasion of Denim Première Vision, the company decided to focus on its responsible commitment and latest developments, sharing the amazing results achieved. So we are talking of ROICA Eco-Smart™ family, the only stretch range of responsible fibers able to offer:

- ROICA™ EF, GRS (Global Recycled Standard) with recycled content.
- ROICA™ V550, Gold Level Material Health Certificate from Cradle to Cradle Institute and the Hohenstein Environment Compatibility Certificate.

This range confirms the ROICA™ leadership in smart innovation, being a secret ingredient of responsible solutions able to address the contemporary conscious consumer needs integrating new generation of values where technical performance must be blended with a sustainable DNA.

Other ROICA™ partners adopting ROICA Eco-Smart™ Family of yarns for many different apparel expressions

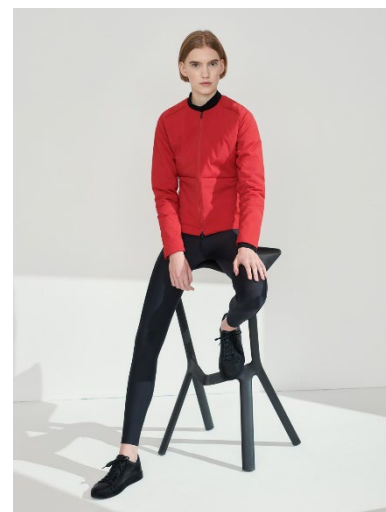
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|-------------------------|---------------------------------|
| • Dresdner Spitzen | • Sitip S.p.A. |
| • Iluna Group | • SOFILETA SAS |
| • Inplet pletiva d.o.o. | • Taubert Textil GmbH |
| • M.I.T.I. S.p.a. | • Tessitura Colombo Antonio Srl |
| • Penn Italia srl | • TINTEX Textiles |
| • Piave Maitex srl | • Winnitex |



*Aurora line by Wolford with
ROICA™ V550*



*DAQUINI® outfit made with SOFILETA fabric
containing ROICA™ V550*



*AEANCE outfit made with MITI Spa
fabric containing ROICA™ EF*

As a clear evidence of the great success of ROICA Eco-Smart™ family, some premium fashion, lingerie and active-wear adoptions able to deliver new generation values to the modern costumer, just to mention few of them: **Aeance, Cosabella, Daquini, Erin Snow, Hanro, Maloja, Safetti, Triumph and Wolford.**



Visit booth F3, do not miss the opportunity to meet and greet ROICA™ experts and discuss responsible innovation and smart stretch performances for the denim industry.

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ROICA™ "Advanced fit for living", a premium stretch fiber with an innovative range of smart functions to suit the modern wardrobe. ROICA™ shapes comfort with high quality, performance and fit, adding value to everyday living for sport, activewear, intimates, fashion and career wear. ROICA™ is made by Asahi Kasei offering a range of yarns, marketed as **Bemberg™**, designed to confer a cool, supple drape with a sensual silk-like touch.

ROICA™ is a registered trademark of Asahi Kasei Corporation

ROICA™ a valued C.L.A.S.S. partner

C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy) Leading the way since 2007, a unique multi-platform hub based in Milan specialized in integrating a new generation of eco values into your fashion and fashion products and business. These new values speak to a conscientious consumer. C.L.A.S.S., founded by Giusy Bettini, introduces a new way of design thinking that represents a shift in culture, which enables your business to be competitive and socially innovative.