



ROICA™ - 'STRETCHING' THE BOUNDARIES FOR CONTEMPORARY CONSUMERS @ INTERFILIÈRE Paris

July 6, 7, and 8, 2019 – Hall 3, booth B2

As the role of lingerie in fashion and athleisure continues to augment, the desire for garments that will meet a new set of values for contemporary consumer lifestyles will flourish.

ROICA™ - the pioneer of innovative stretch fibres, takes this year's Interfilière visitors on an inspirational journey, aimed at encouraging weavers, designers and brands to "engineer" their portfolio of products in new and exciting ways. The company sets a whole new standard in how creativity and responsibility can come together for a new generation of wardrobe solutions dedicated to the contemporary consumer, carving out a new kind of fashion future.

For Interfilière 2019, ROICA™ tells the story of its five unique yarn families brought to life through a precious partnership system and exploring three key themes: **heritage, innovation and lifestyle.**

The journey starts with "**ROICA™ HERITAGE**" an area located at the very 'heart' of the stand. ROICA™ shares the rich backstory of its yarns using examples from its coveted archive of yarn creations; vintage spools and bobbins are bound up with stories from the past, priceless process knowledge which ROICA™ has used to propelled itself forward as the market leader. The focus for this season's presentation is the ROICA Eco-Smart™ family which offers two new sustainable solutions. The first is ROICA™ EF, a premium stretch fibre consisting of recycled content with GRS certification. The second is ROICA™ V550, a sustainable premium stretch fibre, and currently the only option available on the market today that is certified as being safe to the environment and humans by the Cradle to Cradle Certified™ Gold Level for Material Health product and ingredients for biological cycle. On top of this, ROICA™ V550 proudly breaks down without releasing harmful substances as demonstrated by the Hohenstein Environment Compatibility Certificate.

Also featured in this area are wellbeing innovations from ROICA Feel Good™ family of yarns including the unique odour neutralizing ROICA™ CF yarn and the ROICA Colour Perfect™ range which offers world-first sustainable colour solutions. Finishing off in this area are examples of premium innovations demonstrating durability and functionality seen in ROICA Resistance™ family and the innovative shape solutions made possible by the ROICA Contour™ family of yarns.

As part of the "**ROICA™ INNOVATION GALLERY**", ROICA™ takes us on a walk through its fabric partners' latest technological developments and innovations all offering 'better value with values'. The innovation gallery unveils a whole new wardrobe of possibilities. Development themes in the innovation gallery explore topics around well-being, tactility, comfortable wearability, advanced colour technology, lustre and performance. A full suite of innovations will be on show including examples from ROICA Colour Perfect™, ROICA Resistance™, and a special focus on ROICA Eco-Smart™ and ROICA Feel Good™ family.

Key partners of the area: Candiani S.p.A. (IT), Eusebio S.p.A. (IT), Iluna Group S.p.A (IT) booth D60, Indesmallà (ES) booth A63, Innova Fabrics (IT) booth C28, Inplet Pletiva (SLO) booth E11, Lanificio Europa (IT), Lauma Fabrics/LE Textile GmbH (LV) booth E26, Maglificio Ripa S.p.A. (IT) booth C14, Penn Textile Solutions GmbH (DE) – Penn Italia (IT), Piave Maitex (IT) booth B18, Seiren Co., Ltd (JP) booth C2, Sitip S.p.A. (IT), Sportswear Argenton SA (SP), Taubert Textil GmbH (DE) booth B22, Tessitura Colombo Antonio srl (IT) booth A54.



‘Shining’ within the novelty group is **AGAIN** – a smart new and technically advanced line by Piave Maitex, balancing sustainable benefits with performance realised in a range of high-performing jerseys. Two premium sustainable ingredients are used in the creation of **AGAIN**: Global Recycled Standard (GRS) owned by Textile Exchange - premium stretch fiber **ROICA™ EF** and **perPETual** high quality sustainable polyester born from a cost-effective process that reverses engineer consumer waste PET bottles.

Continuing with **Eusebio**’s latest responsible developments engineered using premium sustainable stretch ROICA™ EF and Q-NOVA® BY FULGAR, an environmentally-sustainable nylon 6.6 fibre developed exclusively from regenerated raw materials.

Maglificio Ripa’s Earth Collection features a wide range of eco-friendly fabrics created for Intimates, Swim and Athleisure. The 2020 / 21 collection is further enriched with a number of new items made from avant-garde eco-friendly yarns in combination with ROICA Eco-Smart™ premium stretch; these include our beachwear fabric ECO 12AX in 100% Evo Bio made from EVO® by Fulgar weighing 80 grams per square meter, two ribs for swim, a fancy interlock, a brushed interlock in trouser-weight made from Q-NOVA® by Fulgar, seven items in Tencel™ and five items in Sensil® Ecocare by Nilit including three jerseys, e piquet and a seersucker.



*COSABELLA produced by
Collezioni SRL’s set with
Tessitura Colombo Antonio lace
with ROICA™ V550*

Lastly, we come to “**LIFESTYLE**” area. Here, ROICA™ sets the bar high thanks to the cooperation of some key brands. This demonstrates a unique display of revolutionary and technologically advanced yarns and fabrics but also a fresh approach to its style of ‘doing business’. For this show, ROICA™ has worked closely with 5 trusted premium ‘Partner brands’ that bring these stories to life in a new and exciting way. Visitors will be able to fully understand and appreciate how ROICA’s™ innovations are used vertically throughout the fashion supply chain to create new tantalizing fabrics as well as finished fashion garments, all developed with a new kind of contemporary consumer in ‘mind’. ROICA™ extends a special thanks to the following cooperating brands in this area:

- **COSABELLA produced by Collezioni SRL**: The brand sells in over 100 countries, with a premium collection of 2000 styles for every sector of lingerie and leisurewear. Latest styles use a delicate floral lace by Tessitura Colombo Antonio made with ROICA™ V550 belonging to the ROICA Eco-Smart™ family for their more luxurious upscaled lines.

- **Livy** selects Iluna Group’s contemporary graphic stretch lace with ROICA™ EF for the precious “BELLAGIO” line that includes a soft triangle bralette, a padded bra, a brief and a body for optimal comfort. The must-have range has a stunning aesthetic which represents the unique appeal of this lifestyle brand”.

- **Sarah Borghi**: : the worldwide known brand of luxury Italian fashion hosiery, tights, and socks. They’ve dedicated more than 40 years scrutinizing the finest yarns and evolving technologies and breathing flawless life into their unique range of luxurious fashion. Today, Gizeta Calze S.r.l., owner of this brand, has developed the first line made out of sustainable ingredients that will be launched at the ROICA™ booth during Interfilière. The collection, developed in



*Sarah Borghi tights
with ROICA™ EF and
ROICA™ V550*



*Bellagio line by Livy with Iluna
Group laces with ROICA™ EF*



Italy by Almatex, blends together key smart fibers such as ROICA™ EF and Q-Nova®, and ROICA™ V550 with AMNI SOUL ECO®.



Vitamin A swimwear line with ROICA™ EF
Photo: Henrik Purienne

- **Vitamin A:** the Californian brand offers a unique swimwear line rooted in female empowerment. Vitamin A's beachwear is made with the finest materials and finishes, ensuring a product that will fit and wear beautifully for years to come. Among the incorporated more sustainable high-performance fabrics shines a unique jacquard development by Maglificio Ripa with a 3D texture made with the GRS certified premium responsible stretch ROICA™ EF and Q-NOVA® by Fulgar. Vitamin A is a member of 1% For The Planet and donate to environmental organizations who work to protect our oceans.

- **Wolford** was one of the first brands to explore the real value of ROICA™. Known for its exceptional European Skinwear including legwear, lingerie and bodywear, the company has been striving to develop fully degradable items at the end of the product lifecycle. On top of last year's award for being Cradle to Cradle Certified™ at GOLD Level certification for the biological cycle, Wolford was also recognised for its technical cycle using Econyl® yarn made by Aquafil (always blended with ROICA™ V550).



Aurora line by Wolford with ROICA™ V550

Each brand Partner brings a different yarn story firmly into the limelight, and all feature ingredients from the ROICA™ portfolio of yarns respecting the company's commitment to 'responsible innovation', and which all boast important sustainable certifications.

For Interfilière 2019, ROICA™ gives a masterclass in how to create a new kind of business paradigm.

For further information please contact GB Network
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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 Bemberg™, it is truly unique and is designed to create a cool, supple drape with an exquisite sensual silk-like touch
ROICA™ and Bemberg™ are registered trademarks of Asahi Kasei Corporation. ROICA™ IS also a partner of C.L.A.S.S.

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 Bettoni, introduces a new way of design thinking that represents a shift in culture, which enables your business to be competitive and socially innovative.



ROICA™ Innovation Gallery Partner List

Candiani Sp.A.(IT) www.candianidenim.it

Eusebio (IT) www.eusebio.it

Iluna Group S.p.A (IT) booth D60 www.iluna.com/it

Indesmall (ES) booth A63 www.indesmall.com

Innova Fabrics (IT) booth C28 www.innova-fabrics.it

Inplet Pletiva (SLO) booth E111 www.inplet.si

Lanificio Europa (IT) www.laneuropa.it

Lauma Fabrics/LE Textile GmbH (LV) booth E26 www.laumafabrics.com

Maglificio Ripa S.p.A. (IT) booth C14 www.maglificioripa.it

Penn Textile Solutions GmbH (DE) Penn Italia (IT) www.penn-ts.com

Piave Maitex (IT) booth B18 www.piavemaitex.com

Seiren Co., Ltd (JP) booth C2 www.seiren.com/company/

Sitip (IT) www.sitip.it/index-en.html

Sofileta (FR) booth C22 www.sofileta.com

Sportswear Argenton (ES) www.spwear.es

Taubert Textil GmbH (D) booth B22 www.taubert-textile.de

Tessitura Colombo Antonio srl (IT) booth A54 www.tessituracolombo.com

TVB (DE) booth B22 www.tvb-gmbh.com

ROICA™ Partners featuring ROICA Eco-Smart™ family

Candiani Sp.A.(IT) www.candianidenim.it

Eusebio (IT) www.eusebio.it

Iluna Group S.p.A (IT) booth D60 www.iluna.com/it

Innova Fabrics (IT) booth C28 www.innova-fabrics.it

Lanificio Europa (IT) www.laneuropa.it

Lauma Fabrics/LE Textile GmbH (LV) booth E26 www.laumafabrics.com

Maglificio Ripa S.p.A. (IT) booth C14 www.maglificioripa.it

Penn Textile Solutions GmbH (DE) Penn Italia (IT) www.penn-ts.com

Piave Maitex (IT) booth B18 www.piavemaitex.com

Sofileta (FR) booth C22 www.sofileta.com

Sitip (IT) www.sitip.it/index-en.html

Taubert Textil GmbH (D) booth B22 www.taubert-textile.de

Tessitura Colombo Antonio srl (IT) booth A54 www.tessituracolombo.com

ROICA™ Partners featuring ROICA Feel Good™ family

ROICA™ CF

Maglificio Ripa S.p.A. (IT) booth C14 www.maglificioripa.it