

SNEWS

INVISTA's CORDURA® Brand Team Sponsors Fashion Show

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WICHITA, Kan. – March 30, 2011 – INVISTA's CORDURA® brand team will participate in the 2011 Workwear and Corporate Clothing Show April 5–6 in Coventry, United Kingdom. In addition to attending the show, the CORDURA® brand team is the proud sponsor of the fashion show, which will feature four distinct CORDURA® brand fabrics in catwalk fashions created by recognised U.K. designers. The Workwear and Corporate Clothing Show serves to unveil the newest innovations in professional clothing.

"Sponsoring the fashion show at such a prestigious industry event is an opportunity to showcase the diversity of our durable fabrics," said Cindy McNaull, global CORDURA® brand and marketing director. "The show is a great way to promote the wide range of fabrics offered in the CORDURA® brand portfolio. Through four professionally choreographed routines, attendees at the show will experience the fashion forward side of durability, which is a hallmark of recent CORDURA® fabric innovations."

The four CORDURA® brand fabrics that have been selected for concept garment designs to demonstrate the versatility of CORDURA® brand fabrics for workwear applications include: CORDURA® Denim fabric, CORDURA® NYCO fabric and two CORDURA® Classic fabrics—560dtex and 370dtex. Each design will display the variety and versatility of CORDURA® brand fabrics.

As the premier U.K. show dedicated to international manufacturing and supply of work related apparel, the event is an ideal platform for suppliers, distributors, manufacturers and fabric and textile producers. In this light, CORDURA® brand team members will be on hand to showcase the new addition to the CORDURA® NYCO fabric portfolio—CORDURA® Duck fabric—at stand #WF4 in the Ricoh Arena. Based on an intimate blend of cotton and INVISTA's T420 Nylon 6,6 staple fiber, CORDURA® Duck fabric is specifically designed to deliver a comfortable, highly durable fabric solution with exceptional abrasion resistance and wear life.

INVISTA's CORDURA® brand team will also showcase fabrics made with LYCRA® T400® fibre. LYCRA® T400® fibre is INVISTA's trademark for its bi-component fibre, which brings unique aesthetics, lasting fit and ease of processing to the denim and ready-to-wear markets. This fibre has extended into the jobwear market with its comfort stretch and innovative moisture management qualities. From hospitality and corporate wear to medical and protective apparel, LYCRA® T400® fibre is used to help enhance jobwear garments around the world.

For more information on CORDURA® brand activities or fabric technologies, please visit www.CORDURA.com.

About CORDURA® brand

INVISTA's CORDURA® brand essence celebrates individual durability: As Long As The World Is Full Of Durable People, We'll Keep Making Durable Fabrics™. Known for its resistance to abrasions, tears and scuffs, CORDURA® fabric is a primary ingredient in many of the world's leading high-performance gear and apparel products ranging from luggage, upholstery and backpacks to footwear, military equipment, tactical wear, workwear and performance apparel. The CORDURA® brand is a registered trademark of INVISTA, one of the world's largest integrated polymer, intermediates and fibers businesses. To distinguish the CORDURA® brand, the word "CORDURA®" must be spelled out in all caps in and used with an ®, and it must be followed by the word "brand" or "fabric."

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About LYCRA® T400® fiber

LYCRA® T400® fiber is INVISTA's trademark for its bi-component fiber. The fiber itself is made with two distinct polymers which shrink differently, causing the fiber to form a permanent coil. After being exposed to heat in the standard finishing process, the coil gets even tighter. Unlike textured fibers which rely on mechanical processes to develop their stretch, the physical coil-like structure of LYCRA® T400® fiber provides durable recovery. Key benefits of LYCRA® T400® fiber include:

- Aesthetics – Garments need to withstand repeated washing and wearing to maintain aesthetics and performance over time.
- Strength and durability – LYCRA® T400® fiber has a higher tear strength and increased abrasion resistance as well as being more resilient to chlorine and bleach.
- Moisture management – The fiber can bring moisture management properties to help the wearer stay cool and comfortable by channeling moisture away from the skin to the surface of the fabric for drying.
- 360 degree fit – XFIT LYCRA® fabrics can incorporate yarns with LYCRA® T400® fiber for ultimate stretch and recovery in all directions.

Branding – The LYCRA® T400® fiber brand meets INVISTA's high quality standards so customers and consumers can be confident that the brand will always meet specific excellence demands.

About INVISTA

INVISTA is one of the world's largest integrated producers of polymers and fibers, primarily for nylon, spandex and polyester applications. With a business presence in over 20 countries, INVISTA's global businesses deliver exceptional value for their customers through technology innovations, market insights and a powerful portfolio of global trademarks including: ADI-PURE®, ANTRON®, AVORA®, C12™, COMFOREL®, COOLMAX®, CORDURA®, CORFREE®, DACRON®, DBE®, DYTEK®, FRESHFX®, LYCRA®, PERFORMA™, POLARGUARD®, POLYSHIELD®, POLYCLEAR®, SOLARMAX®, STAINMASTER®, SUPPLEX®, SUPRIVA®, TACTEL®, TACTESSE®, TERATE®, TERATHANE® and THERMOLITE®. For more information, visit www.INVISTA.com.