

## **INVISTA to showcase “Innovative Attitude” at 2017 Shanghai Intertextile Apparel Fabrics Show**

*Innovative INVISTA products, findings from a new textile industry IP protection survey, in-depth consumer insights and fashion trends will be revealed*

INVISTA, one of the world’s largest integrated producers of polymers and fibers, will showcase the innovative attitudes enabling it to maintain a leading position in the textile industry at the upcoming Rendez-Vous 2017. Taking place alongside the world’s most influential apparel annual event – Shanghai Intertextile Apparel Fabrics 2017 – INVISTA Rendez-Vous will showcase innovative INVISTA products, offer consumer insights and reveal the results of a textile industry IP protection survey.

INVISTA Rendez-Vous 2017 will be held at Intertextile Apparel Fabrics from October 11-13 at the National Exhibition and Convention Center in Shanghai, with INVISTA occupying two booths in **Hall 5.2 E49 and Hall 7.2 E55**.

As a global authoritative and popular tradeshow in textile industry, Shanghai Intertextile Apparel Fabrics has been a platform for INVISTA to communicate with players in across the value chain for 23 years. This year’s event will be no exception. The rich and vivid content delivered at the show will focus on INVISTA’s Innovative Attitude to consumers, partners, as well as the whole industry.

To build a healthy and sustainable marketing environment, INVISTA joined hands with a number of media organizations to conduct survey on IP protection in the textile industry. The results will be revealed during a seminar entitled “*Innovation and IP: An Avenue for Sustainable Textile Industry Development*”, which will be held on October 11<sup>th</sup> 2:45-3:45 pm at Hall 5.2 Textile Dialogue. Representatives from textile industry associations, legal firms and INVISTA will share the findings and offer insights during what will undoubtedly be one of the highlights of INVISTA Rendez-Vous 2017.

The main pavilion of the show will be located in the “International Hall” at Hall 5.2, where three of INVISTA’s most innovative products will be on show. Visitors will experience the latest possibilities offered by LYCRA® MOVES™ BRA, LYCRA® MOVES™ LEGGINGS, LYCRA® MOVES™ HOSIERY.

### **LYCRA® MOVES™ BRA**

According to consumer research conducted in 2016, bra products in China’s domestic market don’t match consumer demands in a host of critical areas, including support, comfort and aesthetic design. To address these concerns, streamline the industry and consolidate its leadership, INVISTA is launching LYCRA® lastingFIT technology for bra wings. In addition, INVISTA’s cutting-edge technology can contribute to meeting specific quality standards in bra wing fabrics, enabling China’s consumers to experience higher levels of comfort and the appropriate support they expect for a bra in different occasion.

### **LYCRA® MOVES™ LEGGINGS**

INVISTA’s longstanding commitment to legging fabrics will also be on display at Rendez-Vous. INVISTA’s LYCRA® MOVES™ LEGGINGS has already spawned LYCRA® SPORT Power-Comfort-Energy (PCE™) index-certified fabrics, which are now commercially available.

The revolutionary fabrics present excellent recovery performance for LYCRA® SPORT legging products. They also offer the industry an opportunity to develop a number of targeted segment markets – from compression, medium compress to light compression leggings.

## **LYCRA® MOVES™ HOSIERY**

LYCRA® MOVES™ HOSIERY is all about fabric technology innovation. Due to excellent properties, such as anti-laddering, fit and durability as well as comfortable waistbands, INVISTA's LYCRA® FUSION™ technology has already been widely adopted in China's hosiery sector.

## **A PACKED PAVILLION**

At the LYCRA® MOVES™ Denim pavilion at Hall 7.2, visitors won't just see the innovative denim products offered by INVISTA; they will also learn about three themes highlighted through consumer insights – fit, shape and embracing heat & cold. There will also be a special session outlining the latest Woven Bottom trends, hosted by INVISTA experts.

Introduced commercially in 2010, LYCRA® dualFX® dual core yarn technology provides denim with super stretch and super recovery that fits all day and every day. It effectively prevents seam slippage and uneven fabric surfaces, keeping denim look good, feel comfortable and fit, which in turn creates new denim fabric applications and fashion trends in the China market.

## **LAST BUT NOT LEAST**

An interactive program, that includes visitors uploading pictures they take at the INVISTA booth to the official INVISTA WeChat account, will give every visitor a chance to win a special INVISTA gift.

Visit INVISTA at Hall 5.2 E49 and Hall 7 E55 from October 11-13.