

Invista, one of the world's leading producers of integrated fibres and polymers, exhibited a series of innovations at the Hong Kong Mode Lingerie held in Hong Kong Convention and Exhibition Centre from April 7-8, 2009, along with its key mill customers from intimate apparel and swimwear.

In addition to exhibiting its innovations such as Lycra 2.0 garment technology, Lycra Xtra Fine Collection fibre, Lycra freshFX fabric and Xtra Life Lycra fibre, the company also presented its new environmental framework 'Planet Agenda'. Through this exhibition, Invista says it continues to introduce innovations to the textile industry, bringing added value to customers throughout the apparel value chain. Invista says it is certainly more vital than ever, as customers look for advantages to help them weather the significant current economic challenges.

This will be the fifth time Invista has co-operated with Eurovet in Mode Lingerie, where the company's main theme will be 'Seduction' with several new Lycra products, including the brand-new innovation Lycra 2.0 tape.

Lycra 2.0 tape provides bonded hems, bands, and seams for garments that stretch and recover in response to body's movements. It enables the design of a garment, which reduces undergarment lines associated with bulky narrow elastics, providing wearers of intimate apparel with sleek, smooth, all-day fit. As the first product of this innovation, Lycra 2.0 tape can exert less compression on the body during wear than bulky narrow elastics, and extend the durability of a garment. A recent design contest challenged student designers from all around the world to use Lycra 2.0 tape to demonstrate the new design possibilities created by this innovative new product. It is the first in a full-line of new products planned from the Lycra 2.0 garment technology platform.

Invista also showed its Lycra Xtra Fine Collection fibre or 'second skin' which, provides a feeling of refinement, elegance with style in a range of weights from 120 gram/m² or less, which are designed to give wearers a feeling of well-being and lightness, via 'barely there' intimates.

Invista's Lycra freshFX fabric helps to keep wearers fresh, carefree and confident, the company says. Wicking fabrics with quick dry benefits are created with nylon fibre with a unique four-channel capillary cross-section. Invista claims that it not only helps transfer moisture and dries quickly, but also has an exceptionally soft hand.

Also on display in Hong Kong was the company's Xtra Life Lycra fibre, which, it says, delivers beautiful, long-lasting fit that counters the curse of 'bag and sag'. According to Invista, Xtra Life Lycra fibre also resists chlorine and other pool chemicals, allowing garments to keep their shape five to ten times longer than unprotected elastic fibre.

Invista says that, together with its key mill customers, it always brings excitement to trade events, and this time their co-operation at Hong Kong Mode Lingerie will once again provide the latest innovations, concepts and technologies for garment manufactures, designers, retailers and both domestic and overseas consumers.

Dogi International Fabrics, is a Catalan textile company founded in 1954 and a European leader in the manufacture of elastic fabric that serves the upper range of the intimate apparel

Invista innovations at Hong Kong Mode Lingerie



and swimwear sectors. Dogi offers fabrics containing Lycra Xtra Fine Collection fibre for intimate apparel, Xtra Life Lycra fibre for swimwear and Lycra freshFX fabric (X6300) for intimate apparel and these have brought Dogi opportunities to supply fabrics to multiple international famous brands, Invista says.

GuangDong Derun Textile Co., Ltd. was founded in 1990 and is one of the largest factories specialised in elastic fabric manufacture in China. As one of the qualified and accredited mills working with Invista, Derun displayed a range of fabrics containing Lycra Xtra Fine Collection fibre for intimate apparel and Xtra Life Lycra fibre for swimwear.

Guangzhou Tianhai Lace Co. Ltd, is a large vertical textile manufacturer established in 1988, specialising in design and manufacture of high quality warp-knitted laces for intimate apparel. Lace with Lycra fibre supplied by Tianhai attracted broad attention at the show, as it has on previous shows.

Haining Dejun Knitting & Dyeing Group was formed in 1994 and produces over 30 million metres of fabric each year. Dejun adapts the latest technology to the fashions that influence design, research and development and manufacture and its fabrics containing Lycra Xtra Fine Collection fibre for intimate apparel and Xtra Life Lycra for swimwear look set to get attention at the show.

Through product research and development based on consumer insights, and also working closely with upstream mill customers, Invista expects to further consolidate its leading position and continue to contribute to creating long-term value to the value chain of textile industry ●