

TaFF and Lenzing working together to raise awareness of sustainability for the fashion industry

Singapore, 29 January 2019 – Textile and Fashion Federation Singapore ([TaFF](#)) is partnering [Lenzing Group](#), one of the world-market leader in eco-friendly specialty fibres, to raise Singapore's engagement and awareness in an area of sustainability within the fashion industry.

TaFF's partnership with Lenzing is a strategic collaboration that will place Singapore at a very prominent and respected position in the SEA sustainability fashion scene, where the trend of a growing consumer interested in eco-friendly fashion is observed.

Lenzing is at the forefront of the textile trade where innovative fibre is produced through raw material from a sustainably managed forest, while TaFF plays an active role in the development of Singapore's fashion industry representing and supporting members from retail to manufacturing.

New fashion incubator programme for fashion start-ups

As the operator of The Cocoon Space, a co-working and event space located at the newly launched Design Orchard, TaFF will leverage its strong industry networks and experience to nurture independent designers and fashion businesses. Targeting aspiring fashion start-ups in Singapore, The Bridge Fashion Incubator programme will be launched by TaFF to address the business and technical needs of the designers and will focus on sustainability, innovation as well as Asian arts and culture. To support this new fashion incubator programme, The Cocoon Space will have dedicated shared resources such as a Makers Studio that houses professional sewing equipment, as well as a resource library.

This creates the beginning to a vibrant ecosystem of fashion and design-related professionals who will be encouraged to innovate and design products with sustainability principles in mind.

Strategic partnership with Lenzing to drive sustainability message

Mr Mark Lee, President of TaFF said, "International fashion trends have seen a growing interest in sustainability and innovation. Partnership with a strong international brand like Lenzing helps our local designers and fashion makers raise and maintain awareness and gain experience in the identified trend of sustainability and technology".

One manifestation of this partnership is the naming of the Level 3 event Hall at The CoCoon Space as TENCEL™ Studio where events specially catered for the design and fashion industry will be held. Lenzing will also contribute fabric that is eco-friendly to the resource library, as well as expertise through workshops that aim to raise the awareness and knowledge in the circular economy.

Lenzing is enthusiastic to support TaFF in their efforts to drive the fashion industry towards sustainability. "Our cooperation with fashion designers is an important element to bring the sustainability promise of our sustainable flagship fiber brand TENCEL™ to the consumers. It is an integral part of Lenzing's commitment to green-up the fashion industry", says Stefan Doboczky, Chief Executive Officer and Chairman of the Management Board of Lenzing Group. "Singapore is a strategic hub for Lenzing in Asia and we are proud to play a part in taking Singapore's fashion scene to greater heights."

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High-resolution images can be downloaded here:

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About The Lenzing Group

The Lenzing Group is an international company that produces high-quality fibers from the renewable raw material wood with environmentally friendly and innovative technologies. These fibers form the basis for a wide range of textile and nonwoven applications, and are also used in work and protective wear and in industrial applications.

Lenzing's quality and innovative strength set global standards for wood-based cellulose fibers. With 80 years of experience, the Lenzing Group is the only company in the world which produces significant volumes of all three wood-based cellulose fiber generations. Its products are marketed under the following brands: TENCEL™ for textile applications, VEOCEL™ for nonwovens and LENZING™ for special fiber applications in other areas and other products. Innovations like REFIBRA™ recycling technology, the identifiable LENZING™ ECOVERO™ branded fibers and TENCEL™ Luxe branded lyocell filament yarn make Lenzing a global innovation leader.

The Lenzing Group's success is based on consistent customer orientation combined with innovation, technology and quality leadership. Lenzing is committed to the principles of sustainable management with very high environmental standards and can underscore this commitment with numerous international sustainability certifications for its business processes as the most sustainable company in the sector. In addition to fibers, which form the core business, the Lenzing Group is also active in the fields of engineering and plant construction – mostly for its own locations, but also for external customers.

About Textile and Fashion Federation (TaFF)

Textile & Fashion Federation (TaFF) is the official association for the textile and fashion industry in Singapore, and plays an active role in the development of the industry representing and supporting members from retail to manufacturing.

The Federation facilitates the growth of local fashion designers and retailers and advocates national pride to 'Buy & Wear Singapore'. In line with the government commitment, TaFF is working to position Singapore as a fashion technology hub in Asia by showcasing technological innovation and opportunities of the industry. TaFF further

champions programmes that build capability, market and expand Singapore's fashion and textile businesses internationally, and promote environmental sustainability with eco-friendly business practices. With strong local and international networks, TaFF is able to raise the visibility of local fashion brands and businesses at home and overseas.