

The LYCRA Company

[新闻稿供即时发布]

“定格律动之美”

2019 年 LYCRA® (莱卡®) 品牌沉浸式体验之旅倾心开启

(2019 年 9 月 24 日, 上海) - 全球知名纤维品牌 LYCRA® (莱卡®) 品牌于今日在上海哥伦比亚公园启动“定格律动之美”品牌沉浸式体验之旅, 同时隆重推出品牌突破性创新的 LYCRA® FitSense™ (莱卡®智塑) 技术及全新的 LYCRA® MyFit™ 纤维。

“动自由我”视觉大片品牌战役诠释多彩人生

此前于各大主流媒体优先发布的 LYCRA® (莱卡®) 品牌 2019 年度视觉大片——“动自由我”在活动现场再度亮相, 呼应主题。视频中, 三位来自不同国家和背景的“斜杠青年”以多重身份, 享受多元生活, 而贯穿其中、尽享生活成就多彩的便是 LYCRA® (莱卡®) 纤维及其带来的弹性魅力。通过技术与理念的革新, LYCRA® (莱卡®) 品牌不断定义纤维面料及其衍生品服装的功能, 在为身体服装提供弹性、贴身、塑形和舒适等特性的同时, 呈现不同身体及其背后个性所探索挖掘出的精彩纷呈。



视频发布期间, 以振奋故事与唯美视觉迅速在各社交媒体平台与网络意见领袖间传播, 引起热烈关注。配合品牌在视频网站、APP 和搜索引擎中投放的广告效应, “动自由我”主题贯穿下的 2019 年度 LYCRA® (莱卡®) 品牌形象在消费者中再次创建新面貌, 在每个人都日趋关注自我身体及其状态的潮流下, 成为舒适、自由、自信的体贴大使。与此同时, LYCRA® (莱卡®) 品牌还联手行业中的领先品牌, 携手在淘宝开设 LYCRA® (莱卡®) 品牌专区, 展示纤维带来的无限创意与其为成衣带来的各种可能。



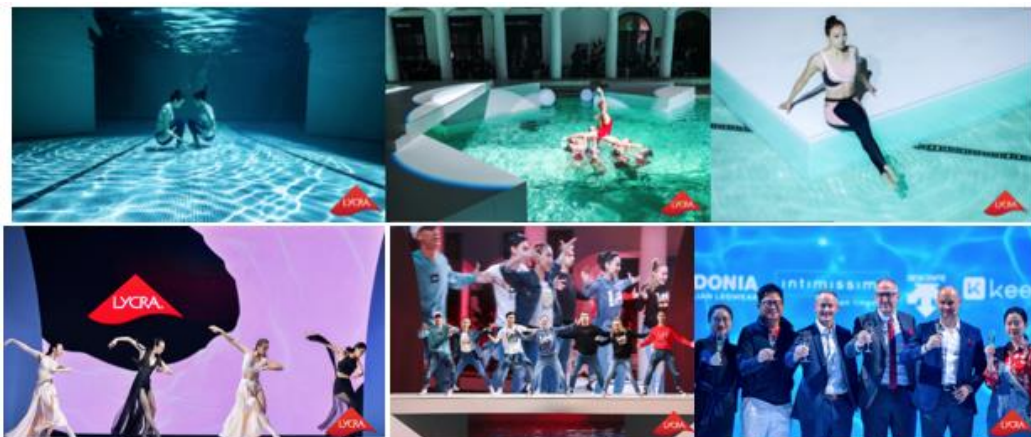
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沉浸式体验定格律动一刻

诞生于 1930 年代的哥伦比亚公园经过翻修后怡然成为上海创意潮流新地标，悠久历史与鲜活创意的有机结合与 LYCRA®（莱卡®）品牌的理念彼唱此和，在传承经典、沿袭高品质的同时，勇于打破成规和既定期待，推陈出新。值此 2019 仲秋，活动成为品牌承上启下的年度重要篇章，亦是集结新老朋友，业界同仁与媒体伙伴共襄盛举的契机。



演出现场，知名双胞胎花样游泳运动员蒋文文和蒋婷婷以灵动体态和柔韧身姿点亮全场，她们身着采用了 LYCRA® FitSense™（莱卡®智塑）科技的氧气品牌运动服装，在水下屏息表演，美轮美奂。紧随其后的各色演出中，无论是水下芭蕾演员身上的采用 LYCRA® lastingFIT 技术的范德安泳衣，或是街舞表演者所披裹的采用 LYCRA® XFIT 技术与 LYCRA® BEAUTY 技术的 LEE 牛仔裤和采用 LYCRA® SPORT 技术的 FILA 运动服，还是现代舞演员穿着的含有 LYCRA®纤维的 Intimissimi 品牌内衣和 Calzedonia 品牌丝袜，LYCRA®（莱卡®）品牌的独特性能及应用亦得以淋漓尽致地展现。而在系列表演的律动感染下，现场观众也融入其中，在精心布置的摩洛哥元素环境中感受自由摆动肢体的乐趣。



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全球服饰部总裁 Julien Born 先生在活动现场表示：“很高兴今天我们能以这样一个充满创意和趣味的活动揭幕 2019 年度主题，同时向中国介绍这两项将为我们服饰业务带来全新拓展的 LYCRA® FitSense™（莱卡®智塑）科技和 LYCRA® MyFit™ 纤维。我们也非常期待能让中国消费者尽快体验到这两项技术的独特性能。”

全新技术开启六十载里程新篇章

此次全新呈现的 LYCRA® FitSense™（莱卡®智塑）是一种专利水溶性分散液，该技术功能与 LYCRA®（莱卡®）纤维分子相同，但形态为液体，可通过丝网印花技术印制到含 LYCRA®（莱卡®）纤维的面料上，形成定向轻盈支撑，而且能与图案或色块等视觉效果融合。因此，能够消除可能会限制活动自如度或造成穿着不适的缝制衣片或者额外的缝合线，提供定向支撑，满足消费者对服饰的合身舒适需求。



而全新研发的 LYCRA® MyFit™ 纤维昭示着“一个尺码，灵活适用”的时代已经到来。这款创新型的 LYCRA®（莱卡®）纤维能够帮助服装扩展尺码范围，来满足不同的体型，成就定制般的合身性，带来更为舒适的穿着体验。



自1958年 LYCRA®（莱卡®）纤维面世并得到专利注册以来，始终以创新的理念和领先的技术为全球消费者带来革新成果。回顾过去的六十余载，LYCRA®（莱卡®）纤维从私密的女性内衣到不断创新纪录的运动健将，再到登上月球的宇航员，惠及各个领域和人群，助力人类自身和世界探索发展。放眼未来，这一伟大发明及其背后的驱动力量亦将继续推动时尚乃至全服饰领域的进步和改革。

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莱卡®品牌官方网站：www.lycra.com.cn

莱卡®品牌官方微信二维码：



LYCRA® (莱卡®) 品牌里程碑

1959年——LYCRA® (莱卡®) 纤维替代橡胶，赋予束身衣**更灵活、更舒适**的贴身效果，让妇女从僵硬束缚中解脱出来。

1962年——LYCRA® (莱卡®) 纤维首次被应用于丝袜，加强了舒适感且更加贴身。

1969年——LYCRA® (莱卡®) 纤维助力尼尔阿姆斯特朗，在月球迈出了人类的第一步。

1979年——含有 LYCRA® (莱卡®) 纤维的首条弹力牛仔裤问世。

1982年——LYCRA® (莱卡®) 纤维首次用于无支撑薄袜。

1993年——LYCRA® (莱卡®) 3D 技术使紧身衣具有优异的三围贴身性能和柔软触感。

2000年——CFDA(美国设计师协会大奖)宣布 LYCRA®(莱卡®)纤维是 20 世纪服装创新技术最伟大的发明之一。

2004年——LYCRA® (莱卡®)BLACK 技术成为业界首推的“黑”弹性纤维，为衣物带来更浓郁的色彩强度。

2005年——LYCRA®(莱卡®)lastingFIT 技术，保护泳衣免受泳池氯水、阳光、防晒霜等的侵蚀。

2009年——LYCRA®FUSION™ (莱卡®融丝) 防脱散技术有效防止丝袜脱散。

LYCRA®SPORT (莱卡®动力) 技术使运动服饰不仅有适当的压力，同时穿着倍感舒适。

2010年——LYCRA®BEAUTY (莱卡®塑美) 技术令塑形衣既能塑造理想体形，又能带来舒适感受。

2011年——LYCRA® (莱卡®) dualFX®技术为牛仔面料带来出色弹力与保形性能。

2015年——LYCRA® (莱卡®) HYBRID 技术让机织物的外观与针织物的舒适穿着感有机结合。

2016年——LYCRA®SUPER SUMMER SHEER (莱卡®蝉翼纯透) 技术令丝袜如“裸妆”般舒适自然，而且持久耐穿。

2019年——LYCRA® FitSense™ (莱卡®智塑) 技术开启新篇章

关于莱卡公司

莱卡公司为服饰和卫材行业生产创新的纤维并提供先进技术方案，同时为氨纶和聚氨酯价值链提供特殊化学品。莱卡公司总部位于美国特拉华州威明顿，其创新的产品，技术专长以及强大的市场营销支持享誉世界。公司虽然新成立，但是其业务可以追溯到 1958 年，独创的氨纶纤维 - LYCRA® (莱卡®) 纤维诞生。今天，莱卡公司专注于为客户产品增值，通过开发独特的创新方案，满足消费者对舒适和持久性能的要求。

The LYCRA Company

[FOR IMMEDIATE RELEASE]

LYCRA® BRAND KICKS OFF ANNUAL CONSUMER EVENT IN CHINA -Visitors Introduced to New Products and “Capture the Rhythm” Immersive Experience

Shanghai, China (Sept. 24, 2019) - The LYCRA® brand, the world’s original elastane fiber brand, today hosts its annual consumer event at Shanghai’s Columbia Circle with a well-curated immersive experience entitled “Capture the Rhythm.” Along with the event, the LYCRA Company also introduced the groundbreaking innovation of LYCRA® FitSense™ technology and LYCRA® MyFit™ fiber

Epic Film “Move to Your Own Rhythm” – A Celebration of Living to The Fullest

Having premiered on multiple platforms and social media, the epic film made by the LYCRA® brand, “Move to Your Own Rhythm,” was released earlier this year. It resonates with viewers through its unique storytelling. Featuring a trio of female personalities with different nationalities and professions, the film celebrates diversity in life by exploring the limits of one’s body and employing it as a new language for self-expression, thanks to the flexibility of LYCRA® fiber. For decades, the LYCRA® brand has transformed the apparel industry with innovative garment solutions. While it never fails to guarantee comfort, stretchiness and fitness as the basic function of apparel, the LYCRA® brand always strives to allow different body types and sizes to explore and express their characters with maximum flexibility.



Prior to the event, the film has garnered a wide viewership across various social media platforms and key opinion leaders with its aspiring stories and astonishing visual effects. In line with the advertisements carried by the brand for such channels as video sites, mobile applications and search engines, the film, as well as the slogan it echoes, has developed a special bond with consumers in an era when a growing number of people are looking internally and paying attention to their own bodies, health and well-being. And thus, the brand’s benefits of comfort, confidence and freedom are reinforced here in China.



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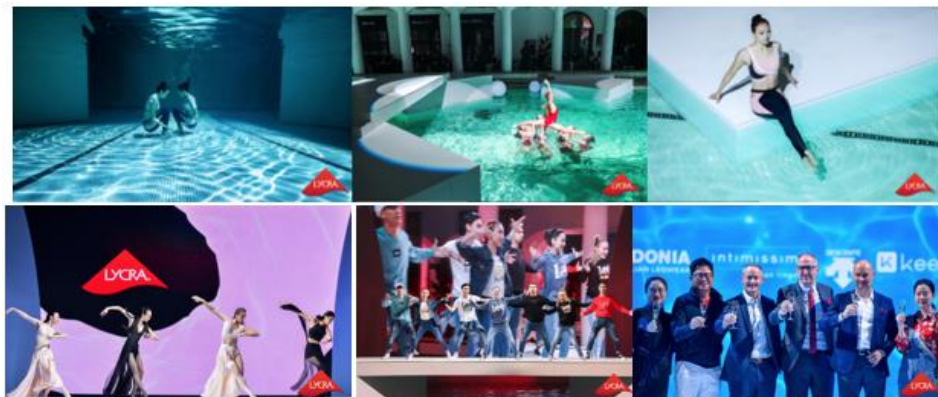
What's more, a number of brands featured in the film have further partnered with The LYCRA Company to set up exclusive brand zones on Taobao to showcase the latest LYCRA® fiber innovations and the possibilities it inspires in the apparel industry.

An Immersive Experience to "Capture the Rhythm"

A renovated landmark opened in the 1930s, Shanghai's Columbia Circle is, like the brand trajectory of The LYCRA Company, a combination of history and thriving new happenings. The ambiance and vibe it has sets a perfect stage for The LYCRA Company to reconnect with old friends and make new acquaintances, to celebrate the past achievements and build foundations for future milestones, and to express gratitude for support and seek opportunities for partnership.



The event opens with twin synchronized swimmers, whose amazing underwater performance has greatly benefitted from the latest sportswear using LYCRA® FitSense™ technology. The show has sparked the audience both with their fluid body language and the apparel's fit on the performers. The features and functions of LYCRA® fiber have been given a full play with the Baleneaire swimwear with LYCRA® lastingFIT technology on the underwater ballet dancers, LEE jeans with LYCRA® XFIT technology and LYCRA® BEAUTY technology, FILA sportswear with LYCRA® SPORT technology on the hip-hop dancers, as well as Intimissimi underwear and Calzedonia hosiery with LYCRA® fiber on the modern dancers. Led by the rhythms and beats of the performances, the audience has also been encouraged to enjoy the fun and freedom of body language in the Moroccan-inspired settings.

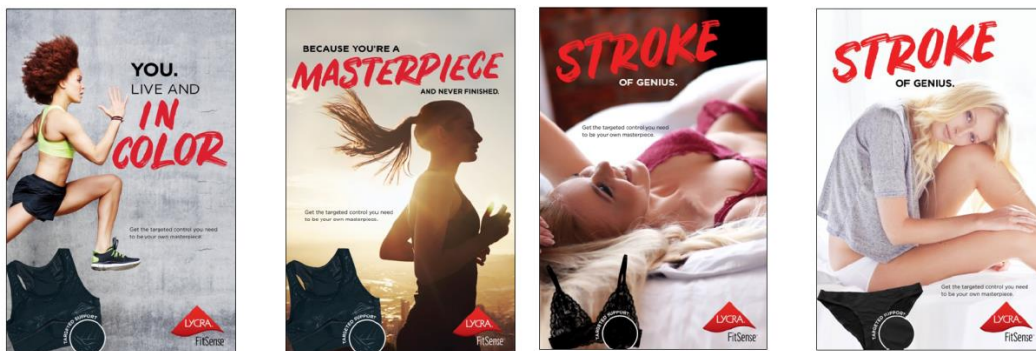


The LYCRA Company

“Our legacy of innovation stretches back to 1958 and the invention of LYCRA® fiber, the original spandex/elastane fiber,” said Julien Born, president, apparel, The LYCRA Company. “Today, as The LYCRA Company, we are building on that legacy as we continue to invest in new product development and innovation. Our goal is to develop breakthrough solutions, like the ones we are showcasing at Intertextile, that add tangible value to our customer’s products.”

A new chapter written with groundbreaking technology following six decades of milestones

LYCRA® FitSense™ technology is screen printed onto fabric containing LYCRA® fiber to deliver targeted lightweight support that can be combined with visual effects like patterns or color blocks. As a result, sewn-in panels or extra seams that may restrict movement and cause discomfort may be eliminated and the consumer’s need for great-fitting, ultra-comfortable garments is satisfied, giving support just where it is needed.



LYCRA® MyFit™ fiber is a patent-pending fiber technology engineered with a new polymer designed to deliver improved comfort and fit. The result is greater shape tolerance and a customized fit experience for a range of body shapes within a size. This exciting innovation is launching at Intertextile by invitation only. Select mills, brands and retailers will have the first look at this new technology.



Ever since the invention of LYCRA® fiber in 1958, innovation and technology have been the key engines driving the growth and development of The LYCRA Company. For over 60 years, we have been helping leading brands, retailers, and mills grow their business through groundbreaking innovation. Discover how we can create value working together.

The LYCRA Company

LYCRA® Company Official Website : www.lycra.com.cn

LYCRA® Company Official Wechat Account :



The milestones of LYCRA® brand

- 1958 — LYCRA® fiber replaces rubber in corsets for a more flexible and comfortable fit, liberating women from stiffness and constraint.
- 1962 — LYCRA® fiber adds enhanced comfort and fit to hosiery for the first time.
- 1969 — When Neil Armstrong took his first step on the moon, LYCRA® fiber makes it possible by being an active ingredient in his spacesuit.
- 1979 — The first stretch jeans made with LYCRA® fiber are introduced.
- 1982 — LYCRA® fiber is used in non-support, sheer hosiery for the very first time.
- 1993 — LYCRA®3D technology gives tights an exceptional three-dimensional fit and a sensuous, soft touch.
- 2000 — LYCRA® fiber listed one of the top apparel innovations of the 20th century by the CFDA.
- 2004 — LYCRA® BLACK technology offers unparalleled deep, dark colors.
- 2005 — LYCRA® lasting FIT technology protects against external agents that damage swimwear.
- 2009 — LYCRA® FUSION™ technology prevents runs/ladders in hosiery.
LYCRA® SPORT technology provides optimal compression and enhanced comfort for activewear.
- 2010 — LYCRA® BEAUTY technology creates shapewear with the right mix of shaping performance and comfort.
- 2011 — LYCRA® dual FX® technology provides super stretch and shape retention to denim fabrics.
- 2015 — LYCRA® HYBRID technology combines the look of a woven with the comfort of a knit.
- 2016 — LYCRA® SUPER SUMMER SHEER technology for 'better than bare' hosiery and exceptional durability.
- 2019 — Groundbreaking innovations, LYCRA® FitSense™ technology and LYCRA® MyFit™ fiber, are launched, starting a new chapter for the company.

About The LYCRA Company

The LYCRA Company innovates and produces fiber and technology solutions for the apparel and personal care industries, as well as specialty chemicals used in the spandex and polyurethane value chains. Headquartered in Wilmington, Delaware, The LYCRA Company is recognized worldwide for its innovative products, technical expertise, and unmatched marketing support. The LYCRA Company owns leading consumer and trade brands: LYCRA®, LYCRA HyFit®, LYCRA® T400®, L by LYCRA®, COOLMAX®, THERMOLITE®, ELASSPAN®, SUPPLEX®, TACTEL®, and TERATHANE®. While The LYCRA Company's name is new, its legacy stretches back to 1958 with the invention of the original spandex yarn, LYCRA® fiber. Today, The LYCRA Company is focused on adding value to its customers' products by developing unique innovations designed to meet the consumer's need for comfort and lasting performance. For more information, visit www.thelycra.com.