



**F&F AND LYCRA® BRAND PARTNER TO DEVELOP  
F&F 和 LYCRA® (莱卡®) 品牌合作开发  
F&F's MOST SUSTAINABLE JEAN YET  
F&F 最具可持续性的牛仔裤**

London, 23 September 2019 – LYCRA® brand and F&F at TESCO are proud to announce an agreement to incorporate LYCRA® T400® fibre with EcoMade technology into the best-selling F&F *Contour Jean Range* with LYCRA® BEAUTY fabric making the range not only F&F's most popular, but also one of the brands most sustainable jean offerings in store.

伦敦，2019年9月23日--LYCRA®（莱卡®）品牌和 F&F 乐购店很自豪地宣布双方达成一项协议，使用 LYCRA®（莱卡®）T400® EcoMade 技术的纤维，制作畅销的 F&F *Contour Jean Range* 修身牛仔裤系列。该系列产品采用 LYCRA® BEAUTY（莱卡®塑美）面料制成，不仅是 F&F 最受欢迎的产品系列之一，也是乐购店中最具可持续性牛仔裤产品品牌之一。

Launched three years ago, the F&F Contour Jean with LYCRA® BEAUTY fabric exceeded all expectations and quickly became F&F's best-selling jean range. The high-performance fabric ensured that the product delivered on its promise to comfortably shape the wearer's curves with no sagging or bagging. Now, with the upgrade to LYCRA® T400® fibre with EcoMade technology, the jean will maintain all its previous features and good value-for-money offering, whilst providing customers with a more sustainable option.

采用 LYCRA® BEAUTY（莱卡®塑美）面料制成的 F&F 修身牛仔裤于三年前推出，超乎消费者的一切期望，迅速成为 F&F 的畅销牛仔裤系列。这款高性能面料确保品牌承诺的性能，穿着舒适，塑造穿着者的形体曲线，不易松垂或松垮。现在，该系列牛仔裤升级采用 LYCRA®（莱卡®）T400® EcoMade 纤维制成，不仅保留了先前的所有特点，性价比高，而且对于客户而言，是一种更加可持续的选择。

LYCRA® T400® fibre with EcoMade technology is made from a combination of recycled materials, such as PET bottles and renewable plant-based materials. The original LYCRA® T400® fibre is the building block for the brand's popular LYCRA® dualFX® technology – a small percentage of this

fibre gives the performance-enhancing results. LYCRA® T400® fibre with EcoMade technology offers the same benefits of lasting comfort, fit and performance as the original, but with the value-added offer of sustainability. It is, however, just one building block in the creation of a more sustainable, high-stretch jean.

含 EcoMade 技术的 LYCRA® (莱卡®) T400® 纤维采用废旧 PET 塑料瓶等再生材料与可再生植物性材料制成。原先的 LYCRA® (莱卡®) T400® 纤维是备受欢迎的 LYCRA®莱卡®) dualFX®技术的基础成分，添加少量该纤维即可增强相关性能。含 EcoMade 技术的 LYCRA® (莱卡®) T400® 纤维与原先的 LYCRA® (莱卡®) T400® 纤维能带来相同的持久舒适、合身和性能优势，但具有可持续性附加价值。但这只是制作更加可持续的高弹力牛仔裤的基础成分之一。

F&F at Tesco has worked hard to ensure that sustainability is also at the heart of the range's finishing and laundry treatments. The brand has combined the LYCRA® T400® fibre with EcoMade technology with BCI cotton and used Jeanologia machinery, which uses less water and chemicals, during the production of this jean range. "Since introducing LYCRA® BEAUTY technology into our jeans, we have managed to grow the denim business by 40% while providing customers with a superior product. It is essential to us to be able to continue to offer customers a high-quality product that is good value-for-money, whilst giving them a more sustainable option. Our partnership with the LYCRA® brand makes this possible," states Shaun Ghori, Lead Fabric Technical Manager, F&F Tesco.

乐购 F&F 刻苦钻研，确保可持续性也是该系列精加工和洗涤处理核心理念。在该牛仔裤产品系列的生产过程中，F&F 已经将 LYCRA® (莱卡®) T400® EcoMade 纤维与 BCI 棉纤维混合，采用 Jeanologia 设备生产，减少了用水量和化学品用量。“自从把 LYCRA® BEAUTY (莱卡®塑美) 技术运用到牛仔裤中后，我们不仅能为客户提供优异的产品，而且我们的牛仔业务增长了 40%。对于我们而言，能够继续为消费者提供优质的高性价比产品，同时为他们提供一种更加可持续的选择，这至关重要。与 LYCRA® (莱卡®) 品牌的伙伴关系促使我们实现了这一目标。”乐购 F&F 首席面料技术经理 Shaun Ghori 说道。

Helen Latham, The LYCRA Company Accounts Manager, Denim and Wovens, UK says: "Denim's appeal is universal, and its popularity continues to grow as casual wear gains acceptance in new environments including the office. Consumers are becoming more and more aware of the impact of fashion on the environment and are actively seeking out more sustainable options. We have a long-standing relationship with F&F, who specify innovative fibre technologies for the brand's denim lines. We are proud to work with them once again, using our combined knowledge and experience to stay one step ahead of consumer expectations and create ground-breaking denim innovations."

莱卡公司英国牛仔布和织物客户经理 Helen Latham 表示：“牛仔裤很受大众喜爱，而且随着便装在办公室等新环境中得到认可，牛仔裤变得更加流行。消费者越来越意识到服装对于环境的影响，而且积极寻找更加可持续的选择。我们与 F&F 建立了长期的合作关系，他们指定采用创新纤维技术打

造牛仔裤系列。我们非常自豪能与 F&F 再次合作，运用我们综合的知识与经验，超越消费者的期望，创造突破牛仔创新产品。”

The new F&F *Contour Jean Range* containing LYCRA® T400® fibre with EcoMade technology will be available at [Tesco stores](#) from September 2019 as well as online at: [F&F Clothing](#).

全新 F&F *Contour Jean Range* 修身牛仔裤系列采用含 EcoMade 技术的 LYCRA®（莱卡®）T400® 纤维制成，从 2019 年 9 月起将在 [乐购超市](#) 售卖，网上亦有售：[F&F Clothing](#)。

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结束

LYCRA® is a trademark of The LYCRA Company.  
LYCRA®（莱卡®）是莱卡公司的商标。

**Notes to Editors:**

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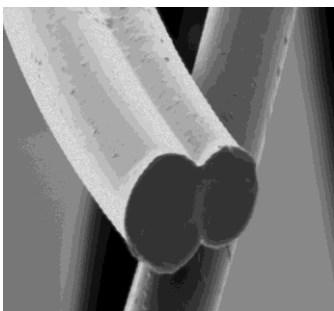
Photos available on request:

根据要求可提供相关图片:



LYCRA® T400® EcoMade is made in part from recycled materials such as PET bottles

LYCRA®（莱卡®）T400® EcoMade 部分成分采用 PET 瓶等回收材料制成。



Caption: The “snowman” structure of LYCRA® T400® fiber gives it lasting recovery  
图片说明：LYCRA®（莱卡®）T400®纤维的“雪人”结构使其具有持久恢复性。