

The LYCRA Company

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The LYCRA Company Launches New Campaign on Circularity Initiatives

WILMINGTON, DEL. – June 8, 2021 – [The LYCRA Company](#), a global leader in sustainable solutions for stretch and performance technologies in the apparel and personal care industries, announced the launch of a new campaign aimed at advancing discussions around circularity in textiles. The print and online advertising campaign, “Keep in the loop with LYCRA,” is an invitation for customers and industry experts to join The LYCRA Company in using resilient, sustainable materials that ultimately can be recycled at end of life, thus reducing textile waste and “closing the loop” in the value chain.

“Through our ‘Keep in the loop with LYCRA’ campaign, we want to explore a variety of topics related to circularity -- from more sustainable raw materials to extending garment wear life to end-of-life solutions,” said Jean Hegedus, director of sustainable business development at The LYCRA Company. “Our recent introduction of COOLMAX® and THERMOLITE® EcoMade fibers, created from 100% textile waste, is one step in the right direction but there’s much more to do to address these important issues,” she added.

The creative campaign, developed by [Grounded World](#) agency, uses a loop as a design device to show the transformation of textile waste into new fiber/fabric. The campaign tagline of “Keep in the loop with LYCRA” invites the industry to keep abreast of the latest circularity advancements from The LYCRA Company while also looking to drive awareness and collaboration.

“Circularity is a key focus of The LYCRA Company’s [Planet Agenda](#) sustainability platform as we look to advance not just our own sustainability goals, but also those of the industry at large,” said Julien Born, ceo of The LYCRA Company. “Central to achieving this will require a collective effort with the help of industry collaborators so that together, we can maximize impact.”

For additional information on The LYCRA Company’s circularity approach, please visit the [sustainability section](#) of the company’s website.

Accompanying Images:

- **Photo – The LYCRA Company’s Keep in the Loop Print ad.jpg**
- **Photo – The LYCRA Company’s Keep in the Loop Digital banner.jpg**
- **Gif – The LYCRA Company’s Keep in the Loop gif.gif**

The LYCRA Company’s campaign to help drive awareness and collaboration around circularity.

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About The LYCRA Company

The LYCRA Company innovates and produces fiber and technology solutions for the apparel and personal care industries. Headquartered in Wilmington, Delaware, The LYCRA Company is recognized worldwide for its innovative products, technical expertise, sustainable solutions, and unmatched marketing support. The LYCRA Company owns leading consumer and trade brands: LYCRA®, LYCRA HyFit®, LYCRA® T400®, COOLMAX®, THERMOLITE®, ELASPAN®, SUPPLEX®, and TACTEL®. The LYCRA Company's legacy stretches back to 1958 with the invention of the original spandex yarn, LYCRA® fiber. Today, The LYCRA Company focuses 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.thelycracompany.com.

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