

Lycra® brand launched new marketing campaign based on global consumer insights around denim

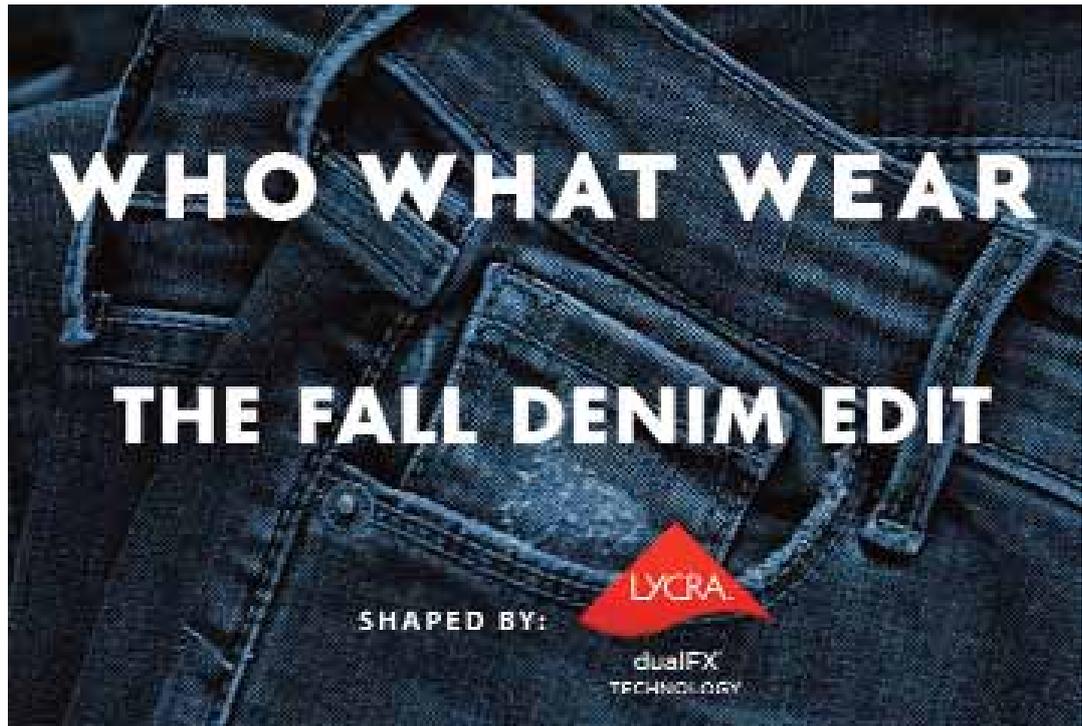
INVISTA, owner of the LYCRA® brand and a leader in developing market-driven innovations for the textile industry, has launched a new marketing campaign based on global consumer insights around denim. The proprietary research revealed some of the frustrations women experience when wearing or shopping for jeans.

"The most common problems women had with jeans like fit, comfort and shape retention, could be solved if the denim fabric contained LYCRA® dualFX® technology," said Rita Ratskoff, INVISTA's senior denim marketing manager. "We developed a co-branded marketing program to educate millennial women about this technology and promote its unique benefits so they can love wearing jeans again."

To reach this target audience, the LYCRA® brand teamed up with Who What Wear, a leading fashion editorial and shopping website, to promote jeans that solve the "denim dilemmas" revealed in the study.

The website's FALL DENIM EDIT features jeans made with LYCRA® dualFX® technology, the key ingredient that allows denim to keep its shape, all day, every day.

LYCRA® dualFX® technology combines two LYCRA® brand fibers into one resilient yarn. One fiber provides super stretch while the other enables it to snap back to its original shape time after



time. The two work in tandem to provide stretch denim fabrics that won't stretch out.

According to Natalie Cantell, Who What Wear's fashion director, "Getting jeans with the right fit in all the right places -- and then maintaining that fit once you've brought them home can be an elusive pursuit. That's why we're so excited to share the denim brands that are creating jeans with a truly great fit, thanks to LYCRA® dualFX® technology."

The co-branded marketing program is designed to help the millennial consumer take the guess work out of shopping for the best-fitting jeans. The unique attributes of LYCRA® technologies, and the leading brands that use them, are highlighted in content designed to be shareable, including:

❖ **Influencer interviews** - Discover the AMERICAN EAGLE OUTFITTERS jeans made with LYCRA® dualFX® technology that Gina Ybarra of Hunt for Styles can't live without.

❖ **Shopping tips** - Blogger Michelle Madsen of Take Aim tells readers how to find their own favorite pair by looking for LYCRA® dualFX® technology.

❖ **Videos that discuss denim dilemmas and offers solutions** - OLD NAVY Built-In Sculpt Rockstar Jeans with LYCRA® BEAUTY shaping technology comfortably sculpts curves even when women are on the move, and offers a smooth silhouette that stops skinny jeans from becoming boring.

"Most women think that finding the right cut and size is the secret to great fitting jeans, but this engaging content shows how important it is to look at the technology hiding inside the fabric as well," Cantell added.

Visit Who What Wear to explore its "FALL DENIM EDIT" and see the latest elements of this digital and social media campaign. The Curated Denim Shop features the fashion editors' favorite jeans for fall that feature LYCRA® dualFX® technology. ♦