

Lenzing Aktiengesellschaft
Werkstraße 2
4860 Lenzing, Austria
www.lenzing.com

Phone +43 7672 701 2743
Fax +43 7672 918 2743
E-mail f.miermans@lenzing.com

Date February 11, 2021

Lenzing participates in Circular Fashion Partnership

Sbti: Lenzing has joined forces with more than 30 renowned fashion brands, manufacturers and recyclers to capture and reuse textile waste in Bangladesh.

Lenzing – The Circular Fashion Partnership provides an efficient platform for Lenzing to contribute to a long-term, scalable transition to circular fashion. The cross-sectorial project has been initiated by Global Fashion Agenda, the leading forum for industry collaboration and public-private cooperation on fashion sustainability.

By participating in the Circular Fashion Partnership, Lenzing proactively contributes to the development and implementation of new systems to capture and direct post-production fashion waste back into the production of new fashion products. In addition, the partnership seeks to find solutions for the COVID-19 related pile-up of deadstock and to engage regulators and investors around the current barriers and economic opportunities in Bangladesh. The initiative offers a substantial opportunity for Bangladesh to become a leader in circularity by scaling the recycling capacity in the country and generating more value from these waste streams.

"In close cooperation with leading companies who attach particular importance to sustainability we aim to practice new business models for adopting more circular processes. Together we will facilitate a decrease in textile waste and increase the use of recycled fibers," explains Stefan Doboczky, CEO of Lenzing Group.

As a frontrunner in sustainability, Lenzing aims to make textile recycling a process as common as paper recycling. Since the year 2017, its REFIBRA™ technology successfully combines the environmentally responsible lyocell technology with a closed-loop production process and the upcycling of cotton waste materials. While the fiber is currently available with 30 percent recycled textiles as a raw material, it is Lenzing's vision to offer fibers produced with REFIBRA™ technology with up to 50 percent recycled content from post-consumer waste by 2024.

Find out more about the [Circular Fashion Partnership](#).

Photo download:

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PIN: mHWREoGDxfBw

Your contact for Public Relations:

Filip Miermans

Vice President Corporate Communications & Public Affairs

Lenzing Aktiengesellschaft

Werkstraße 2, 4860 Lenzing, Austria

Phone +43 664 84 77 802

E-mail f.miermans@lenzing.com

Web www.lenzing.com

About the Lenzing Group

The Lenzing Group stands for ecologically responsible production of specialty fibers made from the renewable raw material wood. As an innovation leader, Lenzing is a partner of global textile and nonwoven manufacturers and drives many new technological developments.

The Lenzing Group's high-quality fibers form the basis for a variety of textile applications ranging from elegant ladies clothing to versatile denims and high-performance sports clothing. Due to their consistent high quality, their biodegradability and compostability Lenzing fibers are also highly suitable for hygiene products and agricultural applications.

The business model of the Lenzing Group goes far beyond that of a traditional fiber producer. Together with its customers and partners, Lenzing develops innovative products along the value chain, creating added value for consumers. The Lenzing Group strives for the efficient utilization and processing of all raw materials and offers solutions to help redirect the textile sector towards a closed-loop economy.

Key Facts & Figures Lenzing Group 2019

Revenue: EUR 2.11 bn

Nameplate capacity: 1,045,000 tons

Employees: 7,036

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ABOUT GLOBAL FASHION AGENDA

Global Fashion Agenda is the leading forum for industry collaboration and public-private cooperation on fashion sustainability. Our mission is to make sustainability fashion's first priority, and to mobilize and guide the fashion industry to take bold and urgent action on sustainability.

In partnership with our Strategic Partners, ASOS, BESTSELLER, H&M Group, Kering, Li & Fung, Nike, PVH Corp., Sustainable Apparel Coalition, and Target, our Strategic Knowledge Partner, McKinsey & Company, and our Strategic Communication Partner, Karla Otto, we spearhead the fashion industry's journey towards a more sustainable future. A non-profit organization, Global Fashion Agenda is behind yearly guidelines, reports, the leading business event on sustainability in fashion, Copenhagen Fashion Summit, the digital event CFS+ and the Innovation Forum – a curated platform that showcases solution providers.