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Lenzing launches TENCEL™ eShop, the industry's first e-commerce platform managed by a fiber manufacturer

- TENCEL™ eShop enables consumers to make informed purchases of sustainable clothing and home textile products
- The eShop will be an integral element of the “digital first” strategy adopted by the TENCEL™ brand that focuses on direct consumer engagements

Lenzing – The Lenzing Group’s flagship textile brand, TENCEL™, unveiled TENCEL™ eShop, the first ever e-commerce channel created by a sustainable fiber producer today. The eShop bridges the divide between manufacturers and the end-consumer by curating a diverse mix of apparel and home goods made of TENCEL™ branded fibers. This debut marks a new milestone in Lenzing’s ongoing digitalization and mission to educate and encourage consumers to make informed purchases. With the eShop, the TENCEL™ brand will provide consumers with a trusted source to make sustainable purchases conveniently.

“The pandemic has been a catalyst that accelerated the industry’s transformation towards digital presence and greater sustainability,” said Harold Weghorst, Vice President of Global Marketing & Branding at Lenzing. “Consumers are electing to buy from the comfort of their homes. Many are also rethinking what they actually need and look for sustainable alternatives where applicable. This is where the new TENCEL™ eShop comes in. It does not only offer consumers a unique opportunity to find sustainable fashion and home textiles from different brands on one single platform, but also enables them to learn about how the raw materials used in their products are being made. We are excited to launch the e-shop with well-known fashion brands, and provide consumers an easy way to source eco-friendly goods.”

Showcasing over 200 products made of TENCEL™ branded lyocell and modal fibers on eShop, the TENCEL™ brand is leveraging its strong partnership base to expand its textile offerings across multiple segments, from denim to footwear and activewear. The eShop is available on the English language TENCEL™ website and caters to audiences from different parts of the world. Featuring a mixture of international brands, the eShop aims

to drive a paradigm shift toward eco-responsible production and eco-conscious consumption of fashion and home textile items. Lenzing will continue to expand its brand partnerships with a goal to triple the product count on the TENCEL™ eShop by the end of 2021.

“We are thrilled to diversify our services and provide brands and retailers a one-stop platform that connects with eco-conscious shoppers directly,” said Florian Heubrandner, Vice President Global Textiles Business at Lenzing AG. “As we continue to develop more sustainable textile solutions, we hope that this new e-commerce channel will evolve into one of our brand partners’ key consumer engagement channels. We also hope that consumers will enjoy a new one-stop platform that is not only convenient to use, but also empowers them to make informed purchases of sustainable clothing and home textile products.”

Adoption of “digital first” strategy to strengthen connection with consumers

Since the introduction of the TENCEL™ brand in 2018, Lenzing has been advocating for the digitalization of the textile industry through a number of initiatives, including the introduction of a one-stop ebranding and licensing system, digitalized retailer education toolkits, blockchain-enabled traceability platform as well as presence on various social media platforms.

As part of the “digital first” strategy of the TENCEL™ brand, Lenzing has several digital initiatives in the pipeline, including the reinvigoration of TENCEL™’s #MakeItFeelRight™ campaign, the launch of the Pinterest page for consumers and LinkedIn Group for retail, mill, and non-governmental organization partners. Each digital program serves to heighten awareness and provide tools to protect the environment, and Lenzing is determined to empower end-consumers and accelerate the transformation to a more sustainable society and economy. Such efforts have pivoted the growth strategy of the TENCEL™ brand to drive a “digital first” approach across the industry supply chain, and among consumers.

“We have been closely monitoring the digitalization of the textile industry since the launch of the TENCEL™ brand. Even before the pandemic, we have witnessed exponential growth of consumer dynamics across digital platforms. Take our TENCEL™ brand website, for example, we have witnessed an increase of nearly 50% traffic over the past year. The number of engagements on our social pages also recorded an increase of 870%. Consumers are proactively seeking for ways make more informed purchases, and we hope with the launch of the eShop, along with our exciting consumer programs, we can provide a one-stop platform for consumers to embrace sustainability every day,” added Weghorst.Lenzing.

Visit <https://www.tencel.com/eshop> to learn more and shop online!

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About TENCEL™

TENCEL™ is the textile specialty brand under The Lenzing Group that covers textile specialty product fiber offerings for apparel and home. The TENCEL™ product brand portfolio defines a new evolutionary step in terms of sustainability, functional benefits, natural comfort and caters for distinctive everyday usage or application. Product brands under TENCEL™ include TENCEL™ Active, TENCEL™ Denim, TENCEL™ Home, TENCEL™ Intimate, TENCEL™ Luxe and TENCEL™ for Footwear.

Featuring botanic origin and biodegradable quality, TENCEL™ branded modal and lyocell fibers can enhance the breathability of fabrics and have a minimal static charge when used in fabrics. Fabrics made of TENCEL™ Modal and Lyocell fibers are also gentle on skin with smooth, long-lasting softness, color vibrancy and color retention features. TENCEL™ Lyocell fibers are versatile and can be combined with a wide range of textile fibers to enhance the aesthetics and functionality of fabrics. Through moisture management, TENCEL™ Lyocell fibers can also absorb moisture efficiently. A variant of the Lyocell production process also produces the TENCEL™ Luxe branded Lyocell Filament, which is an extremely fine filament yarn for luxury fabrics and supremely smooth to the touch. Exhibiting high flexibility, TENCEL™ Modal fibers enhance textiles with a naturally soft quality. Offering endless design possibilities, TENCEL™ Modal fibers can be blended with other fibers and processed using conventional machinery, significantly improving the softness and comfort of fabrics.

Fibers used under the TENCEL™ brand are derived from certified and controlled sources following the stringent guidelines of the Lenzing Wood and Pulp Policy. Namely, TENCEL™ Modal and TENCEL™ Lyocell fibers, both cellulosic fibers are produced via environmentally responsible production processes and are compostable and biodegradable, thus can fully revert back to nature. TENCEL™ Modal and TENCEL™ Lyocell fibers are designated by the USDA (U.S. Department of Agriculture) BioPreferred® Program.

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. In order to reduce the speed of global warming and to accomplish the targets of the Paris Climate Agreement and the "Green Deal" of the EU Commission, Lenzing has a clear vision: namely to make a zero-carbon future come true.

Key Facts & Figures Lenzing Group 2020

Revenue: EUR 1.63 bn

Nameplate capacity: 1,045,000 tons
Employees: 7,358

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