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Lenzing partners with TaFF to open design space for fashion leaders in Singapore

- Strategic collaboration in a prominent location on Orchard Road
- TENCEL™ Studio will host showroom featuring fashion from TENCEL™ fibers
- Cooperation underpins new branding strategy to reach out to consumers
- Chain of innovation and application centers in Asia completed

Lenzing/Singapore – The Lenzing Group, world market leader in specialty fibers from wood, will partner with the Textile and Fashion Federation Singapore (TaFF) to offer Singapore's designers a hub to present themselves and make the TENCEL™ brand more accessible to consumers. The collaboration was announced last week at the opening ceremony of Design Orchard attended by Chan Chun Sing, Minister for Trade and Industry of Singapore.

“Lenzing is excited to work with TaFF on The Cocoon Space and its programs. Our cooperation with fashion designers is an important element in showcasing the sustainability promise of our flagship brand TENCEL™ to consumers. It comprises an integral part of Lenzing's commitment to green-up the fashion industry”, says Stefan Doboczky, Chief Executive Officer of the Lenzing Group. “Singapore is a strategic hub for Lenzing in Asia, and we are proud to contribute towards taking Singapore's fashion scene to greater heights.”

As a strategic partner of TaFF at Design Orchard, Lenzing underpins its corporate strategy sCore TEN aiming to work more closely with customers and partners and its efforts to leverage the new B2B2C branding strategy focusing on reaching out to consumers. This regional fashion hub completes Lenzing's chain of innovation and application centers to spearhead development from fibers to yarn to fabric and ultimately to create designer clothes.

Design Orchard is a new building located at the site of a former butterfly farm. It is envisioned that even more garments of designers which contain LENZING™ fibers and other clothing will be sold in the store on level 1. Events held with the purpose of promoting Singapore's designers will be held in The Cocoon Space event and

co-working space on level 2 and in the TENCEL™ Studio on level 3. Moreover, the TENCEL™ Fabric Library will feature Lenzing marketing collaterals, offering support to customers and partners in the joint development of garments. This is designed to create a vibrant ecosystem of fashion and design-oriented professionals who will be encouraged to innovate and design products with sustainability principles in mind.

Photo download:

<https://mediadb.lenzing.com/pinaccess/showpin.do?pinCode=WVRa8UISo8W6>

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About the Lenzing Group

The Lenzing Group is an international company that produces high-quality fibers and filaments from the renewable raw material wood with environmentally friendly and innovative technologies. These fibers form the basis for a wide range of textile and nonwoven applications, and are also used in work and protective wear and in industrial applications.

Lenzing's quality and innovative strength set global standards for wood-based cellulose fibers. With 80 years of experience, the Lenzing Group is the only company in the world which produces significant volumes of all three wood-based cellulose fiber generations. Its products are marketed under the following brands: TENCEL™ for textile applications, VEOCEL™ for nonwoven and LENZING™ for special applications in other areas and other products. Innovations like REFIBRA™ technology, the identifiable LENZING™ ECOVERO™ branded fibers and TENCEL™ Luxe branded lyocell filament yarn make Lenzing a global innovation leader.

The Lenzing Group's success is based on consistent customer orientation combined with innovation, technology and quality leadership. Lenzing is committed to the principles of sustainable management with very high environmental standards and can underscore this commitment with numerous international sustainability certifications for its business processes as the most sustainable company in the sector. In addition to fibers, which form the core business, the Lenzing Group is also active in the fields of engineering and plant construction – mostly for its own locations, but also for external customers.

Key Facts & Figures Lenzing Group 2017

Revenue: EUR 2.26 bn

Nameplate capacity: 1,009,000 tons

Employees: 6,488

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