

Welcome to the first edition of our **Stretching Beyond Newsletter** by creora®. We are truly committed to excellence in all that we do, including communicating the latest news about our products, our service, our brand and those market trends that will make a difference in your business.

## News stretching beyond • THE MISSION



As Greg Vas Nunes, President of Hyosung, creora® Performance unit for Europe and the Americas, says: "creora® offers unique customer value in an increasingly competitive market.

Hyosung is now the second largest spandex producer in the world, a position it has achieved in less than 14 years since Hyosung entered the market. This rapid and impressive growth, climbing from zero in 1992 to number two in the world by 2006, is the result of a focused customer driven strategy. From a network of global sales and marketing offices, including five in Europe, creora® offers customers sales & marketing support and technical expertise. Our goal is to grow by at least twice the rate of the global market. To do this we need to be faster and better than our competitors. We must consistently give the market reasons to buy from us.

As one of the industry leaders, the range of creora® spandex products is extensive yet constantly expanding, especially in fine denier for hosiery. Its latest specialties, which will be shown at this season's major textile exhibitions, will give customers a leading edge in underwear, swimwear and fashion garments.

Please call your local sales person to give us an opportunity to show you how we can help you grow your business.



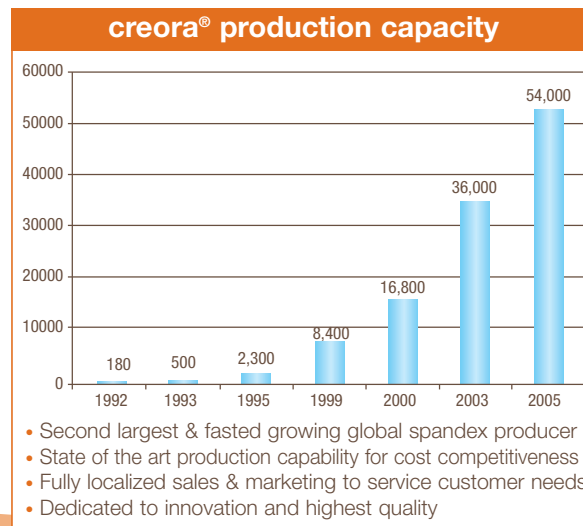
# creora®

## Commitment to excellence

creora® brand spandex is a yarn developed by Hyosung as a quality, value oriented alternative to competitive brands already on the market. As a result of extensive R&D creora® has been able to introduce new products consistently attuned to the needs of the market. Hyosung continues to break new ground providing products whose excellence is seen both in terms of its uniformity and productivity. creora® is also taking a leadership position with its integrated global brand positioning effort. The position "it's in our every fiber", is more than a tag line on advertising. It is the focal point for the second largest spandex maker in the world. This positioning is enmeshed in all aspects of the product and the corporate culture that guides it.

It is heartily embraced at all levels of the organization and by all functions. It is the

foundation for a rapidly expanding global brand intent on providing superior product, superior service and superior value.



# STRETCHING BEYOND creora<sup>®</sup> specialities

The "commitment to excellence" guides the creora<sup>®</sup> business from servicing its client's global needs to developing new and innovative methods of research and development. This dedication is what leads Hyosung to create a consistently high level range of new products for today's demanding market.

## Feel the heat

### High Heat resistant creora<sup>®</sup> H-350

creora<sup>®</sup> H-350 provides both aesthetic and economic benefits to all those who use it. Providing:

- Lasting power, fit and freedom of movement
- Vibrant long lasting colors
- Chlorine resistance
- Wash fastness when blended with polyester
- Package-to-package consistency
- Excellent knitting efficiency

### Improved Wash Fastness

The higher temperature dyeing gives better wash fastness in Polyester fabric regardless of the type of dye applied

Dye	125°...	135°...
	W A P N C D	W A P N C D
Blue (E)		
Blue (SE)		
Red (S)		

• Fabric: Circular Knit (PET 75d + creora<sup>®</sup> 20d)  
 • Dyes: Regular disperse dye  
 • Dyeing: 1/1 Standard Depth Dyeing  
 • Fastness Test Method: ISO 105 C06/ C2S (60°...)  
 W: Wool      A: Acryl  
 P: PET      N: Nylon  
 C: Cotton    D: Diacetate

## The best of both

### Steam set creora<sup>®</sup> C-400

creora<sup>®</sup> C-400: a steam set technology which:

- Reduces shrinkage
- Minimizes yellowing

creora<sup>®</sup> C-400 gives garments:

- Whiter more vibrant whites
- A hand soft to the touch

When used in steam-settable garments for hosiery, socks and seamless:

- Products remain comfortable and wearable longer
- Shrinkage is reduced
- Hand remains soft to the touch



### Low heat set creora<sup>®</sup> H-450

creora<sup>®</sup> H-450's unique innovative design:

- Provides manufacturers a wide array of useable options in blends with natural fibers: cellulose, cotton, wool and silk and synthetic fibers: nylon, acrylic, acetate, rayon, modal, polypropylene and PTT
- Provides easier and better moldability
- Improves the product hand and delivers whiter whites with less fabric yellowing and curling



## Don't burn out

### creora<sup>®</sup> H-100X Alkali resistant

creora<sup>®</sup> H-100X an alkali resistant fiber has been specifically engineered for:

- Maintaining fabric performance
- Power retention
- Stretch and recovery in fabric finishing and processing
- Fabric Processing:
  - Burnout and suede
  - Mercerizing
  - Alkali Reduction

Performing under the most aggressive circumstances H-100X allows:

- Luxurious fabrics with vibrant colors and patterns to maintain a lasting fit
- Wearers of these products with constant comfort and freedom of movement

H-100X sets the bar high for those looking to maintain the luxurious feel and fit standards so critical in meeting the consumer's needs in apparel.



creora<sup>®</sup> H-100X



# NEW campaign



Committed to excellence in all that it does, creora has launched a multi-million dollar global brand communications effort.

Built around the positioning line "it's in our every fiber", **this commitment to excellence** has been visually channeled into a compelling marketing and communications program. Photographed by Walter Chin, internationally renowned fashion photographer, the images highlight the highly toned musculature of four yoga instructors. Who better to exemplify this position than those also dedicated to their own version of physical and spiritual excellence.

In 2006, you can discover our campaign in WWD, Die Linie, Créations Lingerie, Pinker, Blint, TW, Sports Première, WSA...

You also may have seen more than 80 articles about creora® in the major trade magazines.



## STRETCHING BEYOND

Based on customer inquiries and our own experiences, the direction going forward in terms of demand for new innovations are the following for spring 2007 and beyond...

# directions

### Featherweight

Super light weight fabrics in the 120 g range or less... sheer and transparent but with power for the younger set who want more visibility and less cover in prints for fashion flair and layered looks just right for spring's new fine gauge and delicate knits

- creora® in fine denier



### Skinsual

Soft, skin pleasing fabrics with viscose, Modal®, lyocell, Tencel®, pima cotton, bamboo, soya, silk

For daywear, loungewear, underwear, yoga wear, all day wear

- creora® H-450 to keep these new naturals as soft & comfortable as possible



### Technocool

Performance and functionality for today's active lifestyle... for that edge in all end use categories.

Freshness and comfort with new offerings in Aerosilver®, Magic Silver® and Aerocool® combined with creora® H-350 for lasting color and washfast performance

Renewed interest in polypropylene for quick drying benefits with creora® H-450 for stretch and recovery



### Beautiful basics

Soft microfibers, sexy satins, new look meshes, luxurious laces, and anything new in seamless for all end uses in the latest fashion colors

- creora® C-400 for seamless
- creora® H-100 & H-250



### Fantastique

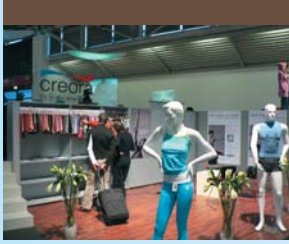
Beautiful prints, lovely laces, soft velvets.

- Intimate apparel, swimwear, ready-to-wear
- creora® H-100X
- creora® H-350 for polyester prints



For fall, we see these trends continuing with the addition of cashmere, fine wools, and velvets for new sensational fabrics...

## RENDEZ-VOUS



### ISPO

Munich - Germany  
**16 – 18 July 2006**  
 Hall 1  
 Stand BrandNew Village



### Lyon Mode City

Interfilierre - Lyon - France  
**2 – 4 September 2006**  
 Hall 4 – Stand TB53-TD58

# Fabric Libraries

Fabric marketing services have been one of our value creation offerings for creora® partner mills. Fabric showrooms globally create the link between buyers, retailers, brands and fabric manufacturers. The creora® marketing team helps customers find the best fabrics and developments around the world through our wide network of partners.

Today buyers can visit 5 show rooms in Milan, Hong Kong, New York, Seoul, Shanghai as well as our stand on international fairs:

ADIDAS  
 TRIUMPH  
 MARKS AND SPENCER  
 ARMANI JEANS  
 CELINE  
 DOLCE & GABBANA  
 ETRO  
 GIANFRANCO FERRÉ  
 GIANNI VERSACE  
 JIL SANDER  
 KRIZIA  
 MOSCHINO  
 PRADA SPORT  
 STRENESSE

DONNA KARAN/DKNY INTIMATES  
 TOMMY HILFINGER INTIMATES  
 VANITY FAIR  
 TRUSSARDI  
 GAP/GAP BODY  
 SARA LEE  
 MAIDENFORM  
 LEI  
 UNDERARMOUR  
 VICTORIA'S SECRET  
 DEBENHAMS  
 LI & FUNG  
 TESCO...



• Show room Milano •



• Show room Hong Kong •



• Show room Seoul •



• Show room New York •

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**creora**  
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