

PRESS RELEASE



creora® : close up at Lyon Mode City – Hall 4 – Stand TB53-TD58 - September 06

creora®, the leading elastane brand developed by Hyosung Corporation, will be focusing on new developments for intimate apparel, hosiery and swimwear at the upcoming Lyon Mode City trade show.

creora® will be launching a family of **fine denier elastane** yarns specifically developed for higher gauge warp and circular knit machinery designed to produce lighter weight fabrics. The resulting fabrics are soft, sheer, and featherweight, but with power, for bras and panties that fit well and feel wonderful next to the skin. Fine denier **creora®** meets the consumer desire for soft, sensuous, featherweight garments and will help drive retail sales.



Another specialised development is **creora® H-100D**, a **new black elastane**, which delivers blacker black garments and hosiery. Created by the addition of black colouring in the extrusion phase of the elastane, it is spun into the fibre to maintain the black longer. **creora® H-100D**, has outstanding wash fastness, and ensures garments/fabrics deliver a luxurious black colour even when stretched by eliminating the grin-through effect. It also allows for creativity in the development of new styling and novelty effects such as stripes, patterns, and heathers. Hysung is working with leading hosiery and fabric mills to develop new products for the next season.



Ugo Tinti, private label manager of Pompea, Intimate Apparel and Hosiery specialists, says: "We have chosen creora® because it is a young company which has invested in research and innovation. In our collections, we use a lot of black and dark colours for which H-100D is ideally suited. We can now obtain fabrics in absolute black. We can avoid the annoying shining of the traditional black even on very light fabrics as the ones for hosiery. We are proud of our products, and all the garments made of creora® show hang tags and labels declaring it".

Garment from Pompea

creora® H-450 is a low heat settable elastane, which is ideal for heat-sensitive fabrics such as cotton, rayon, bamboo, wool and silk; and produces excellent results for intimate apparel, sports, underwear and swimwear, especially with polypropylene.

Spanish fabric manufacturer, Kanui has been working with creora® to develop a special fabric which blends polypropylene with **creora® H-450**. This fabric can be used for swimwear, intimate apparel and sportswear. Manuel Mico, Commercial Manager of Kanui states: "The adaptability of creora® H-450 as well as its regularity is a must in all our developments." Mico identifies the following advantages of Polypropylene/ H-450: "The fabric is quick drying, comfortable, soft to touch, has no chemical absorption and is water resistant for swimwear".

Hyosung will also present **creora® H-350**, an elastane specially engineered to be blended with polyester for sublimation prints in intimate apparel, swimwear and for new performance in underwear. High heat resistant creora® H-350 delivers improved wash fastness in blends with disperse dye polyester, avoids loss of power retention when over dyed and is chlorine resistant.

French mill Sofileta produces swimwear, intimate apparel and active sportswear fabrics with creora®. Jacques Chiartano, Sales Manager for Sofileta believes that creora® adds the benefits of: "Good colour fastness which enables us to offer a wide range of fabrics in polyester /creora® H-350 blends. We have had great success with creora® in all our ranges, in both warp and circular-knits."

August 2006

For further information about **creora®** products or to set up a showroom visit please contact:

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