

# The LYCRA Company

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## **The LYCRA Company launches online customer portal, driving digital transformation for the apparel industry**

*The LYCRA ONE™ portal includes latest innovations, fabric library, knowledge center, certification services and merchandising assets, allowing mills and retailers to collaborate digitally*

**WILMINGTON, DEL. – November 2, 2021** – [The LYCRA Company](#), a global leader in developing innovative solutions for the apparel and personal care industries, today announced the launch of their LYCRA ONE™ Online Network Exchange. The new online customer portal empowers brands, retailers, and garment makers to connect to a global network of mills all in one convenient platform focused around the science of comfort, fit and performance.

Prior to the pandemic, there was already a need in the marketplace for a digital experience allowing brands and retailers to connect with mills and manufacturers in a virtual capacity without losing the inherent advantages of an in-person connection. Through the LYCRA ONE™ portal, users can source innovative fiber solutions using the digital fabric library. Users can also directly connect with mills to begin or expand on business relationships, learn about capabilities, and view product catalogs.

“The LYCRA Company has a rich legacy of innovation and we must embrace digital transformation,” said Julien Born, CEO at The LYCRA Company. “The launch of the LYCRA ONE™ portal leverages our connectivity across the apparel and personal care value chains and offers a one-stop seamless solution to rapidly move our customers’ ideas from concept to launch.”

LYCRA ONE™ portal features a knowledge center where users can access exclusive content such as webinars, white papers, and videos covering new fiber technologies, industry trends, marketing, sustainability, and more. These resources help educate users on maximizing the value of The LYCRA Company and its innovative solutions to deliver products that can meet their consumers’ needs and provide inspiration for new ideas.

Customers will discover innovative marketing and merchandising solutions through the LYCRA ONE™ portal, including brand assets and garment hang tags. Additionally, requests can be submitted for trademark license agreements and fiber certifications that help to reinforce the quality of products backed by the power of the LYCRA® brand.

To learn more and register for the LYCRA ONE™ portal, visit [one.lycra.com](https://one.lycra.com) and select the signup button.

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## **Accompanying Images:**

- **Video – LYCRA ONE™ Video.mp4**  
The LYCRA ONE™ portal enables mills and retailers to collaborate digitally.
- **Photo – LYCRA ONE™ Carousel.jpg**  
The LYCRA ONE™ portal enables mills and retailers to collaborate digitally.
- **Logo – LYCRA ONE™ Logo.png**
- **QR Code – LYCRA ONE™ QR Code.png**

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## **About The LYCRA Company**

*The LYCRA Company innovates and produces fiber and technology solutions for the apparel and personal care industries. Headquartered in Wilmington, Delaware, The LYCRA Company is recognized worldwide for its innovative products, technical expertise, sustainable solutions, and unmatched marketing support. The LYCRA Company owns leading consumer and trade brands: LYCRA®, LYCRA HyFit®, LYCRA® T400®, COOLMAX®, THERMOLITE®, ELASPAN®, SUPPLEX®, and TACTEL®. The LYCRA Company's legacy stretches back to 1958 with the invention of the original spandex yarn, LYCRA® fiber. Today, The LYCRA Company focuses on adding value to its customers' products by developing unique innovations designed to meet the consumer's need for comfort and lasting performance. For more information, visit [www.thelycracompany.com](http://www.thelycracompany.com).*

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