

# The LYCRA Company

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## **THE LYCRA COMPANY INTRODUCES LYCRA® ADAPTIV FIBER -- ALLOWING GARMENTS TO ADJUST TO EACH PERSON'S NEEDS, MOVEMENTS, LIFESTYLE AND BODY FLUCTUATIONS FOR A BETTER WEARING EXPERIENCE**

**WILMINGTON, Del. – September 14, 2021 --** [The LYCRA Company](https://www.lycra.com), a global leader in innovative solutions for stretch and performance technologies for the apparel industry, introduces today a breakthrough technology, LYCRA® ADAPTIV fiber. This fiber allows garments to have a better fit for various lifestyles, movements and different body types. The accompanying new brand identity– LYCRA® ADAPTIV – was created to communicate these new and beneficial motion attributes.

Made from a revolutionary polymer, this patent-pending, adaptive fiber has a unique chemistry that allows it to adjust to a wearer's functional needs in a hybrid manner. This means that when the wearer is at rest, the polymer adapts its compressive holding force to deliver the right fit, shape and control. And when the wearer is in motion, the polymer adapts its elasticity to deliver improved comfort in motion and a second-skin effect allowing the garment to stay in place better. Garments made with fabrics containing LYCRA® ADAPTIV fiber are durable and are also easier to put on and take off.

"Consumers are seeking garments that offer greater versatility -- from work to leisure to social, and also from season to season and year to year," says Steve Stewart, chief brand and innovation officer at The LYCRA Company. "They want garments that can adapt to their individual needs and lifestyle as well as ones that can adapt to their unique body type, even when their body size or shape may change or fluctuate. LYCRA® ADAPTIV fiber is the answer to satisfy all of these consumer needs."

The LYCRA Company has conducted internal studies to assess wear performance by comparing fabrics and garments containing LYCRA® ADAPTIV fiber versus the same fabrics and garments containing only generic spandex. Results show several advantages in using LYCRA® ADAPTIV fiber including comfort-in-motion and second skin performance accompanied by shape retention and greater freedom of movement with a comfortable hold. Size inclusivity is also a key benefit in that LYCRA® ADAPTIV fiber promotes one-size-fits-more. The softer stretch within the wearing zone allows for a widened fit window that covers a broader range of body shapes within a given size. This makes the one-size-fits-more approach, and the potential reduction of SKUs, a practical possibility.

"Size inclusivity is not a buzzword – it is increasingly important to today's consumers," says Deana Stankowski, strategic marketing director for active, intimates, and swim at The LYCRA Company. "Every consumer's body is unique and they want clothes they feel were designed for them – clothes that increase their personal comfort as well as their confidence level. Size alone is an inadequate indication of body type and body shape. Therefore, traditionally-sized garments may not fit every consumer within that size. That's what makes LYCRA® ADAPTIV fiber so revolutionary --- it allows garments made with this fiber to adapt to many body shapes within a size range."

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The LYCRA Company worked with DIP agency to develop a new LYCRA® sub-brand identity that communicates the “adaptive” nature of this new fiber. The global agency FCB was selected to develop the campaign “LYCRA® ADAPTIV fiber Adapts to your world.” The campaign leverages computer-generated graphics to promote the adaptive nature of this groundbreaking spandex (elastane) fiber innovation.

In addition, two upcoming trade events will support the launch of LYCRA® ADAPTIV fiber. LYCRA® ADAPTIV fiber will be launched in the Asia-Pacific region at The LYCRA Company’s pavilion at Intertextile Shanghai -- booth 1.1 – E51 located in Hall 1.1 -- taking place October 9-11 at the National Exhibition and Convention Center in Shanghai. For a virtual booth tour and daily show highlights, visit <https://www.lycra.com/en/2021Intertextile>. And, LYCRA® ADAPTIV fiber will also be launched in North America to the denim industry via exclusive, invite-only virtual meetings being held on September 21-22.

Additional information on LYCRA® ADAPTIV fiber can be found by visiting [this page](#) on the LYCRA® brand website.

## **Accompanying Images:**

- **Photo – LYCRA® ADAPTIV fiber - horizontal.jpg , LYCRA® ADAPTIV fiber - vertical.jpg**  
The LYCRA Company introduces a breakthrough innovation with LYCRA® ADAPTIV fiber.
- **Photo – LYCRA® ADAPTIV fiber image.jpg**  
The LYCRA Company introduces a breakthrough innovation with LYCRA® ADAPTIV fiber.
- **Photo – LYCRA® ADAPTIV fiber Print Ad.jpg**  
LYCRA® ADAPTIV fiber - new creative campaign from FCB

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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).*

*LYCRA® is a trademark of The LYCRA Company.*