

Fashion FORECAST

A Season To Celebrate That New Look

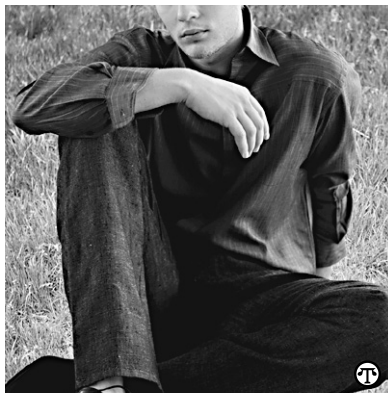
(NAPSA)—When the fashion-conscious focus on not only looking good but feeling good it's usually because a unique fiber has found its way into their hearts and wardrobes. The fiber, called TENCEL®, can be found in fabrics from silky knits to rugged denims; from modern tailorings to casual wear. Perfect for those looking for a new look, the fiber has the unique ability to enhance fabrics without overpowering them.

Soft but strong, the fiber proves that aesthetics need not be sacrificed for durability and performance. Thanks to its superior strength and relaxed appearance, it has become the ideal fiber for today's contemporarily casual lifestyle. With cotton, TENCEL softens and adds strength and with wool, it preserves the wool aesthetic while contributing washability, softness and subtle luster. With silk and cashmere, it affords an even more luxurious hand and improves performance.

How It's Made

TENCEL is a man-made cellulosic fiber originating from wood pulp, a natural and renewable resource that is harvested from managed, self-sustaining forests. Unlike most cotton farming, pulp forestry requires limited use of pesticides and herbicides.

"I've been dying to work with TENCEL for the longest time," said designer Danny Seo. "As I was working on starting my own line of men's clothing, my initial sketches included fitted T's, pants made



TENCEL® shirt by Perry Ellis.

from TENCEL and blazers lined with TENCEL Lycra® rib. It's been a dream fabric to work with. I also love the fact that TENCEL is an environmentally-friendly material and has all the options of being lightweight, heavy or rich."

To both designers and consumers, TENCEL means comfort that is relaxed but sophisticated. It has the breathability and absorbency of a natural fiber yet the durability and easy performance of a man-made.

As an enhanced cellulosic fiber, TENCEL has a unique ability to bring true, brilliant, long-lasting color to apparel and home textiles. Garments made from TENCEL are also easy to care for. Its relaxed luxury originates in nature but is technologically engineered. Wearing garments in TENCEL is a unique experience.

For more information, please visit www.tencel.com.