

P R E S S   R E L E A S E

**creora® sets a dynamic pace with key directions at ispo  
27-30 January 2008 – Hall 3 Brand New Village**

Four key **Textile Directions** for activewear, **Intelligent Action, Impact, Energy Preserve and Comfort Zone**, will be shown at ISPO by **creora®**, the second largest spandex producer in the world.

Comfort, protection, staying dry, warm or cool are just a few of the requirements consumers expect in activewear. **INTELLIGENT ACTION** is the trend to multifunctional performance in fabrics and garments. Intelligent synthetics feature the eco conscious staples of bamboo charcoal along with recycled polyester and nylon, hollow fiber for warmth, and moisture management for dryness.

Highlights in this group include **creora® performance H-350** to blend with polyester and bamboo charcoal and **creora® black H-100D** for fabrics with intense blacks with stretch and support. Also key are **Hyosung's aerowarm®**, **aerocool®** and **askin®** polyesters with **creora®** for insulation, quick drying, and UV protection. And introducing new recycled nylon **MIPAN® regen™** and **regen®** polyester fibers.

Activewear applications include walking, running, competitive cycling, hiking, and mountaineering.

**IMPACT:** Freedom of movement, comfort and above all protection is crucial to this story linked to extreme sports enthusiasts. The **creora®** range of spandex fibers compliment the increased development of lightweight, high performing and protective fabrics.

Two **creora®** spandex's are featured in the **IMPACT** story; high modulus fabrics use **creora® performance H-350** and **creora® black H-100D** for longer lasting black and dark tones.

In nylon, **MIPAN® robic** high tenacity yarn offers anti-abrasive protection in fabrics for extreme sports and **MIPAN® air**, deceptively warm and incredibly light, insulates the garment as air is trapped in the fiber.

Garments in the **IMPACT** story are for extreme sports, cycling, mountain climbing, skiing and snowboarding.



**Intelligent Action**

Grey: H-350 - PUCHEON - NATWY 250  
Red: KAD 149 - Hyosung - Aerowarm® 65/72F  
Blue: H-250 - YISETEX - YSH-1485  
Navy Stripe: H-350 - ECLAT - R60508082



**Impact**

Sky Blue: H-350 - SAE LIM - SCP153P  
Blue: H-250 - SITIP - FLASH  
Blue: H-250 - FUJIAN K BOXING - N05009  
Navy Blue: H-350 - PUCHEON - TCF003

In the **COMFORT ZONE** peace and harmony team up with the eco conscious consumer. **creora® eco, H-450/C-400**, for reduced energy is featured as a key component to embrace the body and mind with comfort and drape fulfilling the need for tranquility and wellbeing.

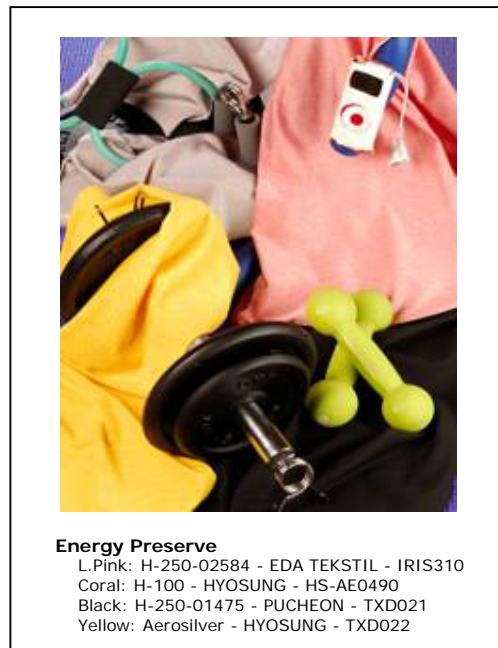
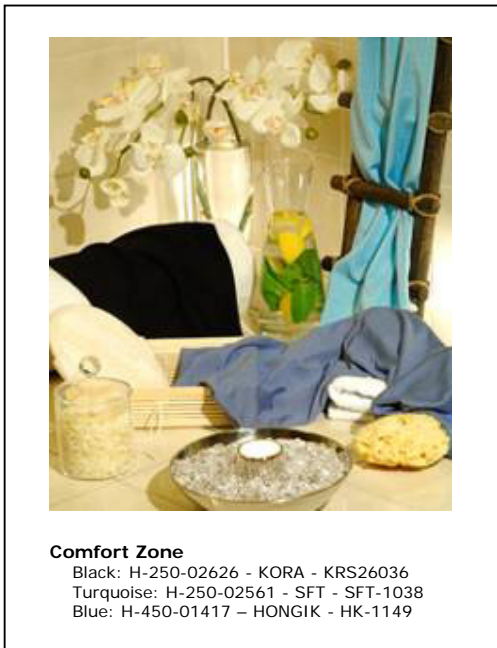
Blends of **creora® eco** with sustainable fibers such as bamboo, milk, soya, and the cellulose of Modal® and Tencel® all produce ecologically conscious fabrics. A textural approach is taken as grainy, raw natural touch jerseys coordinated with micro textural effects in yarns dyed as mélange and heather finishes for added detail.

These developments are ideal for spa & yogawear, and soft activewear that crosses over to loungewear.

**ENERGY PRESERVE:** Function is crucial in conserving energy and keeping cool during intense activity as natural fibers emerge with multi-functional performance features.

Move away from the classic gymnasium grey and sport white tones and pull from the fashion field to inject new directions using **MIPAN aerocool®** and **creora® performance H-350**. Hot shots of color, metallic, high lustre yarns and new textural directions uplift this sector with **MIPAN® magic silver** for antimicrobial benefits. **Hyosung's aerosilver®** with **creora® H-350** increases performance - moisture wicking and anti-microbial while **creora® black** is used for deep intense black and dark tones.

**ENERGY PRESERVE** fabrics are suitable in active sportswear and seamless activewear for sports bras and fitted shorts with compression zones that lift and support during aerobic, cardiovascular, gym and running activities. .



Come and see more of these new creora® textile directions at ispo Hall A3 Brand New Village.

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