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THE LYCRA COMPANY LAUNCHES ANNUAL FALL DENIM CO-MARKETING PROGRAM
Jeans Featuring Patented LYCRA® dualFX® Technology Featured on Refinery29

WILMINGTON, Del. – September 17, 2019 – The LYCRA Company, owner of the LYCRA® brand family of fibers, announced today that it has launched a global co-branded marketing program to promote denim jeans made with its LYCRA® dualFX® technology. The marketing program will premiere on Refinery29, a leading global media and entertainment company for young women.

Patented LYCRA® dualFX® technology combines two LYCRA® brand stretch fibers to add extra flexibility and bounce back recovery to denim. This means jeans hold their shape all day, every day resisting bag and sag while delivering exceptional comfort and fit.

Inspired by the two fibers in LYCRA® dualFX® technology, diverse pairs of real women are featured in some of this year's custom content campaign created by Refinery29. Whether it is a night on the town, on the dance floor or simply hanging out together, these women demonstrate how jeans with LYCRA® dualFX® technology deliver a comfortable, lasting fit for all body types regardless of their shape or size.

The annual fall denim campaign is designed to drive interest and purchase of the co-brands' jeans by educating the consumer on the lasting comfort, fit and performance of LYCRA® dualFX® technology. Through a combination of compelling photo features and engaging serviceable content running on Refinery29, audiences learn helpful information on how to shop for denim, fit tips, and trending styles from a fashion authority. The custom content links to the featured denim brand's website for a seamless shopping experience.

This year's participating brands include **7 FOR ALL MANKIND, AMERICAN EAGLE, C&A, CALVIN KLEIN JEANS, DL 1961, ESPRIT, GUESS, JOE'S JEANS, LEVI'S®, LONG TALL SALLY, NEXT, NYDJ, SUPERDRY, TORRID** and **TARGET'S UNIVERSAL THREAD**. Some of these brands will be featured exclusively on R29's dedicated international platforms in the United Kingdom and Germany.

"We selected Refinery29 to develop our denim campaign because its custom content helps our co-brands connect with its target consumers in relevant and meaningful ways," said Rita Ratskoff, Senior Strategic Account Manager, The LYCRA Company. "Refinery29 excels at storytelling and effectively communicating the value and differentiated benefits of our technology to drive sales of our co-brands' jeans."

The six-week campaign features high impact media including homepage and fashion channel takeovers and banner ads on Refinery29. In addition, content will be promoted through the global platform's broad social and digital distribution channels including dedicated e-mails and newsletters.

The 360-degree activation is also amplified on LYCRA® brand owned and paid media channels to further

drive consumer purchase intent and highlight the unmatched level of marketing support The LYCRA Company offers its global customers.

For more information on LYCRA® dualFX® technology, visit connect.lycra.com.

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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, as well as specialty chemicals used in the spandex and polyurethane value chains. Headquartered in Wilmington, Delaware, The LYCRA Company is recognized worldwide for its innovative products, technical expertise, and unmatched marketing support. The LYCRA Company owns leading consumer and trade brands: LYCRA®, LYCRA HyFit®, LYCRA® T400®, L by LYCRA®, COOLMAX®, THERMOLITE®, ELASPAN®, SUPPLEX®, TACTEL®, and TERATHANE®. While The LYCRA Company's name is new, its legacy stretches back to 1958 with the invention of the original spandex yarn, LYCRA® fiber. Today, The LYCRA Company is focused 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.thelycra.com.

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