

# The LYCRA Company

FOR IMMEDIATE RELEASE

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## **THE LYCRA COMPANY RELEASES LEGWEAR TRENDS FORECAST FOR AUTUMN/WINTER 2020-2021** *Each Look Features Branded Innovations Offering the Latest Fit and Performance Benefits*

**WILMINGTON, DEL. – January 6** -- The LYCRA Company, an industry leader in developing market-driven innovations for the legwear segment, issued its highly anticipated global trends forecast for Autumn/Winter 2020-2021. Each year the fashion experts from Stijlinstituut Amsterdam create a capsule collection that showcases the latest legwear innovations from the Company's portfolio of brands including LYCRA®, COOLMAX® and THERMOLITE® brands.

The forecast is a valuable source of inspiration for The LYCRA Company's legwear customers, who have exclusive access to the trends before it is released to a wider audience. This enables customers to use the trends and create the season's must-have looks, which are all powered by The LYCRA Company's most advanced branded fiber solutions.

"We have been inspiring our customers with our legwear trends forecast for more than 20 years; it's a value-added benefit of working with The LYCRA Company that our customers appreciate," said Sybille Bald, global segment Director – legwear, The LYCRA Company. "This year's trends tell a story of inspiration and possibility and embraces size diversity. Each look features technologies we have developed to satisfy unmet consumer needs in legwear comfort and performance."

Below are the forecasted legwear fashion directions and innovations selected for socks, hosiery and tights, knee-highs and trouser socks, thigh-highs and stay-ups for Autumn/Winter 2020-2021:

### **CREATIVE COMMUNITY**

The young, urban creative community takes a curatorial approach towards style—allowing for coincidence and mixology, while celebrating the unpredictable.

- *Look 1* – These cheerful rainbow knee-highs feature **LYCRA® MADE TO FIT YOU technology** to comfortably fit plus size calves. The top band stays in place without digging in or leaving red marks.
- *Look 2* – Classic camouflage gets a colorful update and enhanced durability. These socks feature **COOLMAX® toughFX technology**, which helps keep the wearer cool by transporting moisture away from the body.

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Look 1



Look2

## BACK TO BLACK

Black comes alive when combined with luminous and fluorescent bright colors.

- *Look 1* – These leggings feature **THERMOLITE® FAR INFRARED** technology to generate gentle warmth, while **LYCRA® BLACK technology** provides durable true black color with no glitter or grin-through.
- *Look 2* – **LYCRA® FUSION™ TRUE TO YOU technology** prevents ladders/runs, enhances the natural shine of legs, and offers a 3D-fit that keeps its shape.



Look 1



Look2

## OPULENCE PERSONIFIED

Rich, dramatic colors and metallics signal a rebellious and glamorous feminine revolution is on its way.

- *Look 1* – **LYCRA® MADE TO FIT YOU technology** creates stay-ups that stay up and feel like a second skin, which makes it perfect for everyday wear. This look is enhanced by run-resistant **LYCRA® FUSION™ technology**.
- *Look 2* – These shimmering, eye-catching socks feature **LYCRA® SOFT COMFORT technology** to reduce red marks on the skin and **LYCRA® T400® technology** for excellent shape retention.

# The LYCRA Company



Look 1

Look2

## ICONIC LIVING

These looks pay homage to the past, but feature today's most advanced technologies for greater comfort and lasting performance.

- *Look 1* – Fishnets reimagined. These knee-highs feature **LYCRA® COMPRESSION technology** to revitalize tired legs and LYCRA® fiber for a better fit and lasting shape retention.
- *Look 2* – These argyle-inspired socks are made for the 21<sup>st</sup> century and feature **COOLMAX® EcoMade technology** to keep the wearer cool and dry. This fiber is made from 97% post-consumer waste, which extends the life of polyester through recycling and reduces waste.



Look 1

Look2

Learn more about The LYCRA Company's portfolio of sustainable products at [www.LYCRA.com/sustainability](http://www.LYCRA.com/sustainability).

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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](http://www.thelycra.com).*

## **About Stijlinstituut**

*Stijlinstituut is an Amsterdam-based trends agency focusing on innovation, product design and communication in design, fashion and materials. They act as a source of information for the style related industry, reporting on consumer mindset and environment, technological developments and trend-setting movements. More at [stijlinstituut.nl/](http://stijlinstituut.nl/).*

**Photos available on request.**

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