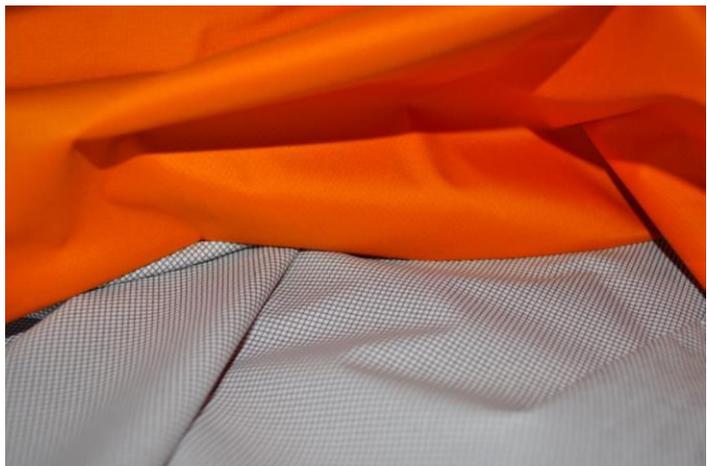




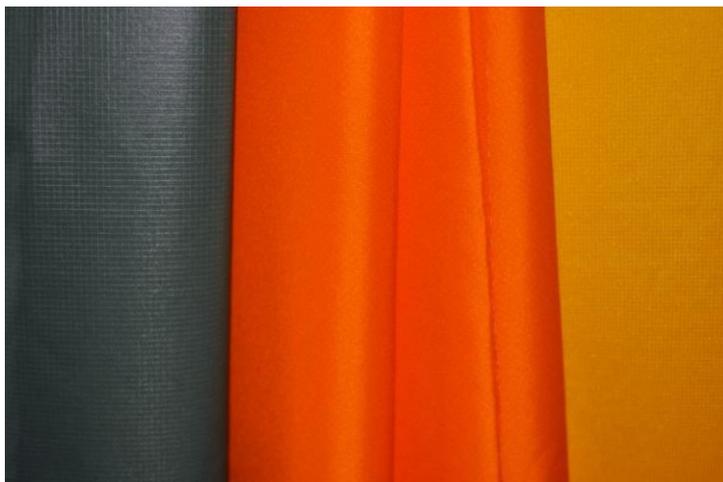
ECOSENSOR™ by Asahi Kasei presents its new fabric collection, imbued with the brand's sustainable story-making, at the Digital Edition of Performance Days.

ECOSENSOR™'s new references combine high-performance and innovation to empower people with the possibility to live life naturally both for mind and body. The new range is woven from certified ingredients, a completely traceable production process and highly certified suppliers

"A New Eco high-tech force of Nature", a bold claim, a daring attitude and true facts. ECOSENSOR™ by Asahi Kasei has concentrated all its key values into a Nature-driven and high-tech fabric collection that respects the environment and human being. Sustainability, active climate control, exquisite touch and extreme performance co-habit the textiles: the collection is made of wovens and knits where the main technology is represented by GRS - Global Recycled Standard certified polyamide and polyesters, sometime combined with ROICA™ recycled stretch yarns and dyed and finished with Oekotex Standard 100 certified processes and/or by BlueSign® partners' companies.



ECOSENSOR™ 100% recycled polyamide fabric



ECOSENSOR™ 100% recycled polyamide fabrics

But there is much more than it meets the eye. Behind the new collection is a great story of sustainability.

"Our international team strives to innovate with a human-based approach to research and develop solutions that meet high-performance standards as well as the transparency and traceability of both the ingredients and the supply chain", says Mr. Hashimoto, Senior Managing Director of Asahi Kasei Advance, the global materials innovator and manufacturer. Indeed, the company has set the high bar all its suppliers and partners must match. Such criteria include: thoroughly transparency and traceability of

both materials and production, corporate responsibility at all levels and a strategic commitment granted by influential certifications such as GRS - Global Recycle Standard for recycled ingredients and processes, as well as Bluesign® and OekoTex Standard 100 certifications, which focus on environmental-friendly impact of the dyeing and finishing processes.



The human, environmentally-friendly and cutting-edge imprint of ECOSENSOR™ ultimate collection reflects a vision for a more responsible way of fabric manufacturing. A new force of nature, because story telling truly must match the story making.

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ECOSENSOR™ is the brand of **Asahi Kasei** - representing a range of fabrics standing for eco high-tech concept; keeping the planet fit and healthy by harnessing the expertise in cutting edge innovation for a most sustainable future. AKA is the cutting edge department of global material innovator whose DNA is about fineness, durability, laboratory approach, comfort and sustainability.

ECOSENSOR™ is also partner of C.L.A.S.S..

About C.L.A.S.S. - acronym of Creativity Lifestyle and Sustainable Synergy - is the international ecohub founded by Giusy Bettoni in 2007 which has established itself as a reference point in the fashion and textile business for brands, designers, manufacturers, students and all those determined to make fashion smarter.

C.L.A.S.S. mission is to provide professionals the strategic tools to trigger change and to grow both in responsibility and competitiveness. The ecohub pursues its goals by merging design and innovation with the new sustainable values contemporary consumers are looking for. C.L.A.S.S. portfolio of services includes:

- **THE SMART TOOLS**, a platform of responsible and traceable materials, technologies and cutting-edge innovations for both production processes and communication, all injecting sustainability into textiles, fashion collections and companies' performance.
- **THE SMART ACADEMY**, a rich program of events, talks, classes and services with a very important goal: to educate, raise awareness and inspire professionals, students and even end consumers. Because there is no sustainability without knowledge.
- **THE SMART SOURCE**, the inspirational materials' bank and samples' e-shop for students, designers and brands willing to explore and test sustainable fabrics.

Over the years, C.L.A.S.S. has teamed up with some of the most influential players in the virtuous textile and fashion business such as Première Vision, Fashion 4 Development, Fondazione Ferragamo, The Sustainable Angle and more. www.classecohub.org