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SWIMWEAR YEARBOOK
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SWIMWEAR YEARBOOK EXCLUSIVE

VISTA HAS EXPANDED ITS XTRA LIFE LYCRA® FIBRE TO REACH A GLOBAL SWIMWEAR MARKET. THIS EXPANSION PROVIDES MILLS, DESIGNERS AND RETAILERS A GREATER ACCESS TO THIS FIBRE TECHNOLOGY WITH AVAILABILITY IN NORTH AND SOUTH AMERICA, ASIA AND EUROPE.

This new accessibility will enable mills to create an extensive range of fabrics at a broader range of price points than previously as envisaged or possible, bringing a wider range of fabrics to a much wider audience. Vista is now working with mills worldwide to convert production to Xtra Life Lycra® - it's only leading mills in North America and Europe but also a selection of key mills in South America and Asia who have committed to upgrading their swimwear offer.

Speaking to The Swimwear Yearbook, Deborah Sowell (Global Marketing Director, Vista's intimate apparel and swimwear segment) commented: "We want to give our customers the opportunity to upgrade to Xtra Life Lycra® without affecting their fit, sheet or supply chain. With our recent expansion and improved access, customers across the globe can offer swimwear with world-class quality, durability and consumer appeal."

So what does Xtra Life Lycra® offer in terms of benefits over ordinary elastane?

KEY ADVANTAGES:

it minimizes fit loss (due to exposure to harsh conditions such as sunbath oil, UV rays, pool water, body oils);

fabric power retention (the garment retains its fit and shape longer);

it is five to ten times more resistant to chlorine than ordinary spandex;

backed by an integrated promotional strategy both above and below the line (co-operative advertisement with designers, in-store retail promotions, point of sale material such as hangtags, stickers and custom labeling options).

Leading swimwear designers, manufacturers and retailers have already sized on the new Xtra Life Lycra® fibre - a significant 'tool' in the global economy: a tool that can assist in distinguishing and differentiating brands in competitive markets.

Brands such as Banana Moon, Speedo, Sun, Red Carter, Profile by Gottex, Gottex, Irela Colletto, Maryan Melhorn, Sunflair, Iraclesuit, Christina, Vix, and Reebok have already produced ranges with the fibre.

PR spokesman for Banana Moon, Valeria Lorenz, says: "The Banana Moon Collection called 'Black' is a new development with Xtra Life Lycra fibre. The fibre... is a fundamental innovation in the beachwear market. In addition to answering current problems with regard to the quality of swimwear the



View



Karla Colletto with Xtra Life Lycra®



Criss-cross style by Marks & Spencer



Gottex with Xtra Life Lycra®



The Sculptors series by Speedo



Praga 'Gottex' collection



Milano with Xtra Life Lycra®



Black One Piece - Vista 2009 and 2010 swimwear collection



Orange with Xtra Life Lycra®

Fibre brings a substantial difference in terms of performance and lifespan and the fight against the effects of chlorine."

German brand, Sunflair, introduced the fibre in its swimwear collection. "The fibre's strength and elasticity are achieved thanks to the use of black Xtra Life Lycra®. The industry's first truly black elastane fibre with patented chlorine-resistant technology."

German designer, Maryan Melhorn, has used the fibre in both her signature Maryan Melhorn swimwear range and the 'Chameleon' bodycon range (shaping range). The fashion swimwear designer has combined exquisite fabrics, craftsmanship and an eye for detail with the Xtra Life Lycra® fibre to provide top quality swimwear that offers a superior product to her customers.

In the UK, retail giant Marks & Spencer is using Xtra Life Lycra® fabric with Xtra Life Lycra® in their bath featured here. Celine Cline and Sarah Barnwell also sell as a series with Xtra Life Lycra®.

"The Xtra Life Lycra® fibre was introduced to the market in 2003 and first took to the catwalk in July 2008 at the Mercedes-Benz Fashion Week in Miami, featuring top tier swimwear designers who had been instrumental in the use of the advanced fibre. However it is only this year that Vista has introduced its availability into South America which will make it accessible to a much wider market."

As Sowell of Vista says: "Brand owners and retailers are asking for differentiation, performance and value - the benefits that Xtra Life Lycra® fibre brings. The difficult economy is causing brand owners and retailers to be re-examined, but now it is a perfect time to stand out with world-class products."



Black One Piece - Vista 2009 and 2010 swimwear collection



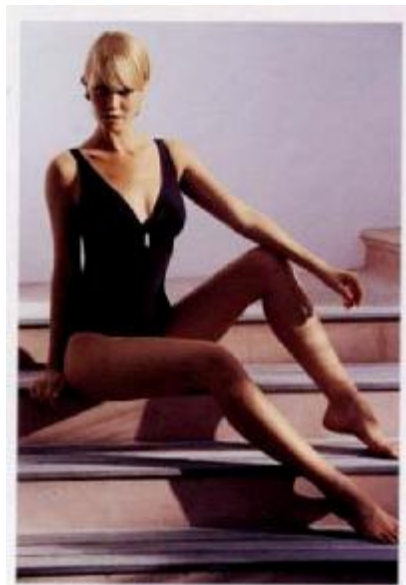
Black One Piece - Vista 2009 and 2010 swimwear collection



Sunny Beach by Sunflair (2010 collection) - beautiful, longer lasting fit



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