

What does the customer want in quality garments?



The LYCRA® fiber hangtag says it all!

3 out of 5 consumers prefer garments containing LYCRA® brand fiber over generics*. For the consumer, the LYCRA® brand fiber is a quality stamp and added value.

LYCRA® brand fiber - Its remarkable properties of stretch and recovery enhance all fabrics and garments in which it is used. It adds comfort, freedom of movement, improves fit, helps retain shape and possesses drape and crease recovery despite repeated use and washing. The LYCRA® brand fiber gives garments the desired softness, durability and an excellent fit.

To order hangtags free of charge, visit us at www.hangtags.LYCRA.com. To obtain a trademark licence agreement and to get LYCRA® fiber brand logo on your packaging, contact varun.kapoor@invista.com

*Source: Stratego Insights Global Tracking Survey 2010.



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