

## Press release

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# Lenzing teams up with Recyc Leather and GANNI to unveil new footwear materials

- At Premiere Vision Paris (Feb 6–8, 2024), the three like-minded partners will discuss the importance of collaboration across value chain in enabling material innovation for planet-conscious fashion and beyond
- Pioneering technique fuses TENCEL™ Lyocell fibers with recycled leather fibers to create Recyc Leather's next-gen material, Pélinova®, for GANNI's Slouchy Boots launching early this year and other future developments in the pipeline
- The partnership exemplifies GANNI's ongoing commitment to experimenting with innovative materials in its inspiring fashion lab collections to revolutionize the textile industry

**Lenzing** – Lenzing Group, a leading global producer of wood-based specialty fibers, has partnered with leather alternative expert Recyc Leather to introduce Pélinova®, an innovative material that fuses TENCEL™ Lyocell fibers and recycled leather fibers for high-end fashion applications. Joining forces with Danish advanced contemporary brand GANNI, this dynamic trio is set to bring this next-generation material to the market as an alternative to genuine leather materials, starting with GANNI's Slouchy Boots launching early this year.

### **Pélinova®: a hybrid alternative combining TENCEL™ Lyocell fibers and recycled leather fibers**

Recyc Leather's next-generation material, Pélinova®, is created through a unique, transparent process which involves collecting pre-consumer recycled leather and then hydro-jetting the leather fibers into the TENCEL™ Lyocell fibers, a standout material within the TENCEL™ brand portfolio that is produced from a resource-saving, closed-loop production process<sup>1</sup>. TENCEL™ Lyocell fibers are also unfavorable to odor-causing bacteria. The combined efforts between Lenzing and Recyc Leather result in a material which is supple, flexible, and durable, with a low environmental impact utilizing 70% less water than traditional methods and reducing CO2 emissions.

"Since our establishment in 2017, we have recycled 100 tons of leather from landfill, earning recognition from European authorities and positive responses from brands", said **Olivier Grammont, Co-founder of Recyc Leather**. "Our partnership with Lenzing and GANNI demonstrates Pélinova®'s potential as a truly sustainable alternative to traditional leather, inspiring us to continue to broaden the application of Pélinova® in shaping the future of the leather industry."

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<sup>1</sup> Savings consider solvent recovery.

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“The pioneering partnership between TENCEL™ and like-minded companies like Recyc Leather and GANNI is a catalyst to unlocking the power of planet-conscious fabric innovation,” said **Florian Heubrandner, Executive Vice President Global Textiles Business, Lenzing AG**. “With the use of responsibly produced<sup>2</sup> TENCEL™ Lyocell fibers in Pélinova®, we are not only creating a unique alternative for leather applications in footwear that brings long-lasting comfort, but also demonstrating the versatility of fiber applications. We are confident that the new collection will stand out within the industry and catch the eye of consumers.”

Riding on this exciting breakthrough in footwear, Recyc Leather is also exploring the possibility of expanding the fabric application to other leather goods spanning home textiles, furniture, automobile interiors and the luxury segment.

### Elevating the GANNI partnership

GANNI is a B Corp certified company, on a journey to become the most responsible version of itself. They believe it's a moral obligation to do better every day. GANNI is committed to minimizing social and environmental impact within its business operation with a goal to reach 50% absolute carbon reduction by 2027, with materials and innovation among its key pillars in reaching this target.

“By the end of 2023, we achieved the ambitious goal of phasing out all virgin leather from upcoming collections – making this year our first without producing any virgin leather across both ready-to-wear and accessories collections,” said **Lauren Bartley, Chief Sustainability Officer at GANNI**. “However, the work doesn't stop here. Collaborating and experimenting with partners like TENCEL™ and Recyc Leather on new fabric innovations to develop alternatives to materials as we know them today, is crucial to reaching ambitious carbon reduction goals like GANNI's. GANNI has partnered with Lenzing for years gone by, using various of their materials in GANNI fabrications. Lenzing continues to be among the perfect partner when it comes to finding preferred materials which have a proven lower environmental impact.”

In addition to footwear, GANNI sees the application of Recyc Leather's Pélinova® with TENCEL™ Lyocell fibers in the accessories category. GANNI, Recyc Leather, and Lenzing have future developments in the pipeline to get even closer to being able to scale the use of the material.

During Première Vision Paris (PV Paris, February 6–8), Lenzing will be joined by Recyc Leather and GANNI at a panel discussion to share their collaborative experiences as a prime example of how companies can unite to create high-end fashion using responsibly produced recycled materials. For more interactive participation, visit the TENCEL™ brand at Booth 6D67 and Recyc Leather at Booth 6HUB11.

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<sup>2</sup> The responsible production of TENCEL™ Lyocell and Modal fibers uses at least 50% less water and emits at least 50% less CO<sub>2</sub> compared to generic lyocell and modal fibers, according to Higg MSI, thereby saving precious resources for future generations. <sup>^</sup>Results based on LCA standards (ISO 14040/44) and available via Higg MSI (Version 3.7).

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Images related to the announcement can be downloaded from [here](#).

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#### About Ganni

Based in Copenhagen and owned and run by the husband-and-wife team of Creative Director Ditte Reffstrup and Founder Nicolaj Reffstrup, GANNI has developed exponentially over recent years with its Scandi 2.0 sense of style, full of personality and contrast. GANNI is all about making the community who wear their clothes feel even more confident and capable of anything. GANNI has offices in Copenhagen, London, Paris, New York & Shanghai, and is represented in more than 600 of the world's finest retailers, as well as more than 40 GANNI stores across Europe, the United States, and Asia. GANNI.com delivers internationally to 35 countries, including Australia, Canada, and South Korea.

GANNI is a B Corp certified company, on a journey to become the most responsible version of itself. They believe it's a moral obligation to do better every day, which has led the brand to collaborate with its supply chain on reducing its emissions as part of GANNI's carbon insetting scheme. The brand publishes an annual Responsibility Report to publicly share its progress and has committed to a 50% absolute carbon reduction by 2027. As part of the brand's ongoing endeavors to choose certified and innovative fabrics, GANNI is committed to having 100% of collections made from certified recycled, organic, or lower-impact fabrics in the future. The brand has discontinued the use of virgin animal leather in its RTW line and will be phasing out virgin animal leather from shoes and accessories by 2023. GANNI currently has 100% traceability on Stages 1-4 of its supply chain and has published all Stage 1 and 2 suppliers with the Open Apparel Registry to drive transparency.

#### About Recyc Leather

Recyc Leather was founded in 2017, by Aron Yu and Olivier Grammont, with a mission to transform the leather scraps, left over from the leather industry, into a high-quality, new material through advanced technology and unique know-how.

Headquartered in Paris and operating in Southern China, the company's entire production chain, rooted in the region, adheres to strict ethical standards and has been recognized with numerous accolades from third-party assessments.

The company shares its forward-thinking vision with brands seeking ethical alternatives to genuine leather and future star designers by supplying top design schools and material libraries.

#### About TENCEL™

TENCEL™ is the flagship textile fiber brand under the Lenzing Group. Since 1992, the TENCEL™ brand has been driving the evolution of fiber solutions for apparels and home textiles with multiple innovations and resource-efficient production processes. Product offerings under TENCEL™ include TENCEL™ Active, TENCEL™ Denim, TENCEL™ Home, TENCEL™ Intimate, TENCEL™ LUXE and TENCEL™ for Footwear.

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Derived from controlled or certified wood sources, TENCEL™ branded modal and lyocell fibers are naturally soft, smooth to touch and can support rich colors in fabrics. With effective moisture control, the fibers also support a natural dry feeling. Both TENCEL™ Lyocell and Modal fibers are highly versatile and can be combined with a wide range of textile fibers to offer an almost endless variety of product designs and functions.

TENCEL™ Lyocell and Modal fibers can break down and compost at the end of their life cycle (TÜV Austria certified). The fibers are also certified with the EU Ecolabel (license no. AT/016/001) for environmental excellence, recognizing the high environmental standards throughout their entire life cycle.

To learn more about the TENCEL™ brand, please visit <https://www.tencel.com/>. For more details around the sustainability features, performance, as well as the technology and production processes behind TENCEL™ branded fibers, please visit <https://www.tencel.com/claims>.

### **About the Lenzing Group**

The Lenzing Group stands for ecologically responsible production of specialty fibers made from the renewable raw material wood. As an innovation leader, Lenzing is a partner of global textile and nonwoven manufacturers and drives many new technological developments.

The Lenzing Group's high-quality fibers form the basis for a variety of textile applications ranging from elegant ladies clothing to versatile denims and high-performance sports clothing. Due to their consistent high quality, their biodegradability and compostability Lenzing fibers are also highly suitable for hygiene products and agricultural applications.

The business model of the Lenzing Group goes far beyond that of a traditional fiber producer. Together with its customers and partners, Lenzing develops innovative products along the value chain, creating added value for consumers. The Lenzing Group strives for the efficient utilization and processing of all raw materials and offers solutions to help redirect the textile sector towards a closed-loop economy. In order to reduce the speed of global warming and to accomplish the targets of the Paris Climate Agreement and the "Green Deal" of the EU Commission, Lenzing has a clear vision: namely to make a zero-carbon future come true.

### **Key Facts & Figures Lenzing Group 2022**

Revenue: EUR 2.57 bn

Nominal capacity: 1,145,000 tonnes

Number of employees (headcount): 8,301

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