

NEW LYCRA FITSENSE® DENIM TECHNOLOGY

SHAPE THE JEANS OF TOMORROW, TODAY.

New LYCRA FitSense® denim technology will revolutionize the way you design jeans, making every piece of denim a perfect fit, for all body types.

Our targeted shaping technology gives you more control. Next level customization to take your craft to another level. And innovation that offers seamless support.

So when you choose where to shape, support and lift, you'll shape more confidence in making and wearing denim. And shape stronger partnerships between us all.

We've revolutionized our fibers today. So you can shape the jeans of tomorrow.

EVERY PAIR SHAPED FOR THEM. EVERY PAIR SHAPED BY YOU.

Shaded areas merely illustrative of where technology is applied.

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QUEST FOR THE PERFECT FIT

We asked women: "What gets in the way of finding your perfect jeans?"*

LARGER SIZED WOMEN
Restricted movement (27%)
Lack of stretch (25%)
Fit around the thighs (21%)

SMALLER SIZED WOMEN
Struggle to find a pair that gives them the desired shape (29%)
Struggle to find a pair that fit around the bum (26%)

YOUNGER WOMEN
Struggles about fit around mid-section (51%) and bum (40%)

OUR SOLUTION
NEW LYCRA FITSENSE® DENIM TECHNOLOGY

CUSTOMIZABLE SHAPING & INVISIBLE TECHNOLOGY

The patented LYCRA FitSense® denim technology will allow fashion brands and retailers to go beyond just providing 'the right denim fit' for consumers.

The new yarn and garment processing technology is flexible to support the specific parts of the body that women in research said they wanted shaped - tummy, thigh, bum, leg and waist, without changing the look and feel of the denim.







CONSUMERS ALREADY WANT IT!

81% said "I would absolutely buy these jeans!*"

69% said "I would pay more for them*"

WEAR TESTS WITH SAMPLE JEANS

MODEL TESTIMONIALS

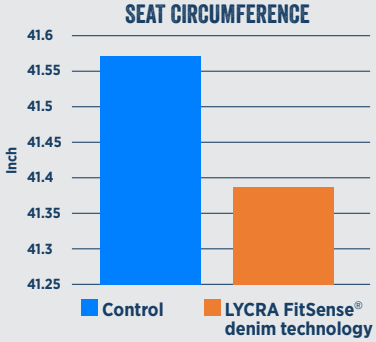
"Comparing to the control, it feels supportive; not too restrictive; good movement".

"I like how I feel - held & supported. I would definitely buy these jeans!"



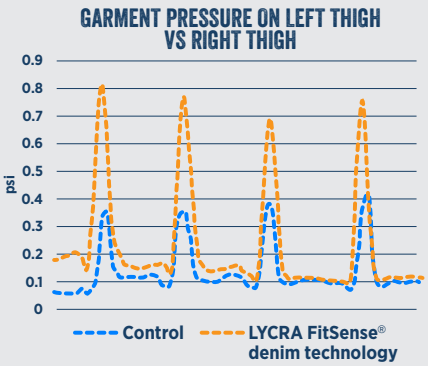
3D BODY SCAN

The scan showed the shaping effects of the technology - reduced mid-thigh circumference and seat circumference, reduced leg volume.



WEAR FORCE TEST SEAT AND FRONT

The technology has localized targeted pressure on the activated side at the thigh and rear.



A CONSUMER-DRIVEN INNOVATION TO CHANGE THE GAME FOR DENIM

- Discreet & invisible
- Targeted support
- For all body types and shapes
- Customizable fit solution
- Comfortable shaping

*2023 LYCRA® brand online survey on the perfect jeans fit. 1,204 women, 18-49 years old, average HH annual income US$60K+, purchased jeans in the last 6 months, USA, Spain, Germany, China.

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