



ISPO 2022: Asahi Kasei Group celebrates 100 years featuring its key brands **ECOSENSOR™**, **ROICA™** and **RespiGard™**

ISPO MUNICH, 28-30 November 2022, Asahi Kasei booth B2-102

*Sustainability oriented and technology based, **ECOSENSOR™** AW 2024/2025 & SS2024 fabrics enriched this season by high-performance **RespiGard™** membrane technology by Polypore*

November 2022 – The Japanese textile brand **ECOSENSOR™ by Asahi Kasei Advance** continues its eco-high tech path and joins ISPO, the influential fashion and textile fair dedicated to sportswear and athleisure-wear, as part of an Asahi Kasei space within the ISPO Brandnew area, presenting its **AW 2024/2025 & SS2024** collections, made of high-tech fabrics implementing new-generation values, with the aim of keeping nature, body and mind in harmony.

2022 is a special time for Asahi Kasei as it celebrates its 100th anniversary. *“Asahi Kasei has achieved growth by constantly transforming its business portfolio to meet the evolving needs of every age, and proactively taking challenges in new fields leveraging its capability to change and its diversity. Asahi Kasei culture of open communication and challenging spirit are our precious heritage, embodied in our Group Values of Sincerity, Challenge, and Creativity”.*

For the 2022 edition of ISPO Munich, Asahi Kasei Group present its innovation world featuring three of its brands: **ECOSENSOR™**, **ROICA™** and **RespiGard™**.

ECOSENSOR™ presents 47 new references that meet the needs of the contemporary consumer, such as durability, wellbeing and performance. Being capable of combining active climate control, exquisite touch, lightness and comfort with sustainable values, **ECOSENSOR™** stands out as a unique eco-high-tech performance proposition in its market. The collection covers the different market applications with 3 items for **INNERWEAR**, 1 for **OUTERWEAR**, 13 for **SPORT KNIT** and 30 for **SPORT WOVENS**.

New this season is the application of the **RespiGard™ by Polypore unique membrane** designed for outdoor apparel. Its innovative pore structure is too small for water droplets and hydrophobic nature to penetrate but features high porosity that allows for airflow and moisture evaporation.

A proprietary and patented products and manufacturing process provide a membrane that:

- Is naturally hydrophobic (repels water)
- Has smooth and uniform pores too small for water droplets to penetrate
- Features high porosity that allows for airflow and moisture evaporation
- Is naturally lightweight due to its high porosity.
- Is produced using a solvent-free manufacturing process with a low carbon footprint. The polypropylene-based membrane is recyclable and perfluorocarbon (PFC) free.

In order to show at best the performances and possible applications of the fabrics made with **RespiGard™**, **ECOSENSOR™** will feature at its ISPO space an ad hoc created outfit by the outerwear brand **ZEROBARRACENTO** <https://zerobarracento.com>





Furthermore, the majority of ECOSENSOR™ fabrics are made with sustainable ingredients which are certified by international certifications such as GRS and RCS through a traceable and transparent production process and supply chain.

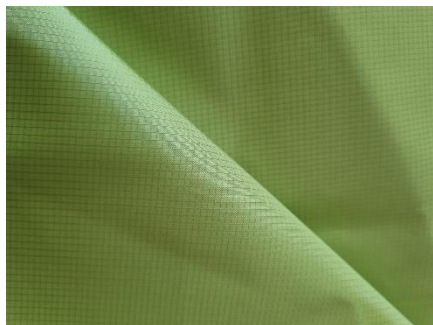
100% of the stretch articles (representing 35% of the collection) are made with **ROICA™ EF by Asahi Kasei**, the recycled stretch yarn made from pre-consumer materials.

Even the dyeing and finishing phases - key moments for performance wear - have been certified by international labels such as **bluesign®** or **OEKO-TEX® Standard 100**.

Focusing on a selection of the most interesting fabrics of the collection, we can find:

ESS1-04824-H3LR-W

3 layers woven fabric with great wind and water-resistance performances. Entirely made with GRS certified polyamide it has a very “velvet touch” and it’s an example on how our sustainability can match technical specifications



ESS1-A7890 Woven fabric by ECOSENSOR™

ESS1-A7890-MAC

Crispy. Stretchy. Versatile. This outerwear fabric it’s made with 90% recycled polyamide and 10% ROICA™ EF, the recycled stretch yarn.

ESS2-13584

This knitted fabric emulates the famous “seersucker”. Bright colours and crispy hand complete the peculiarities of this item that is made by recycled polyester and SOLOTEX™*: a partially bio-based

yarn that enhances the sustainable credentials of this fabric.



ESS2-13584 Knitted fabric by ECOSENSOR™

ESS2-23865

Circular knitted, this item is made with recycled polyester and it finds its major applications in “comfort sportswear”.

Despite the super-soft touch and great aesthetics, this fabric has excellent anti-abrasion qualities achieving 30,000 times in the famous Martindale test.

ESS2-31440-2

Another 100% recycled polyester knitted fabrics by ECOSENSOR™ that has been realized using a very particular technique and machineries. It’s knitted by double raschel machine allowing to “split” and separate the two “faces” of the fabrics achieving a fake-brushed effect.



ESS2-23865 Knitted fabric by ECOSENSOR™

Behind the new collection stands an outstanding story of performance and responsibility. *“Our global team is yet again determined to innovate with a responsible approach, in order to develop solutions that meet high-performance standards as well as the transparency and traceability of both the ingredients and the supply chain.”* affirms Mr. Hashimoto, Senior Managing Director of Asahi Kasei Advance, the global materials innovator and manufacturer.



Where to find the collection

- ECOSENSOR™ collection, as partner of C.L.A.S.S. Eco Hub, is available at the C.L.A.S.S. showroom in Milan.
- A selection is also available on the C.L.A.S.S. SMART SHOP - the inspirational materials' bank and samples' e-shop where students, designers and brands can have from one little sample up to 50 meters.
- For all European countries except Germany and Austria please contact: office@ak-europe.eu

For any further information please contact:

press@classecohub.org
+39 0276018402

ECOSENSOR™ is the brand of Asahi Kasei Advance- 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. Asahi Kasei Advance 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..

* SOLOTEX™ is a trademark of TEIJIN FRONTIER CORPORATION

C.L.A.S.S. (Creativity Lifestyle And Sustainable Synergy) is the international eco-hub – based in Milan - which since 2007 has been advocating for a new generation of fashion where the fusion of design, innovation, communication and responsibility shapes an informed and competitive business, able to play both at an economic and social level. C.L.A.S.S. supports the whole supply chain to trigger CHANGE in the system while activating VALUES that speak clearly to contemporary consumers. www.classecohub.org

***ZEROBARRACENTO** is an made in Italy outerwear brand focusing on zero-waste product development. 0 means zero waste, less pollution and reduced emissions. 100 means 100% high quality, Made in Italy, traceability, sustainability and transparency of production <https://zerobarracento.com>*

Certifications Insights:

- The **GRS (Global Recycled Standard)** certification is an international, voluntary, full product standard that sets requirements for third-party verification of the chain of custody, recycled content, social and environmental practices, and chemical restrictions. GRS certified recycled products must contain a minimum of 50% of recycled and sustainably processed material. The recycled content in textile products must receive adequate identification and traceability along the entire chain of custody. Each stage of production is required to be certified. The GRS certification applies to both pre-consumer (or post-industrial) and post-consumer recycled material content.
- The **RCS (Recycled Claim Standard)** is a chain of custody standard to verify and track recycled raw materials through the supply chain. It does not address the use of chemicals or any social or environmental aspects of production beyond the integrity of the recycled material. The RCS uses the chain of custody requirements of the Content Claim Standard (CCS).
- The **STANDARD 100 by OEKO-TEX®** is a worldwide consistent, independent testing and certification system for raw, semi-finished, and finished textile products at all processing levels, as well as accessory materials used.
- **Bluesign®** is a system that provides safer and more sustainable environments for people to work in and everyone to live in. Powered by a holistic approach, bluesign® traces each textile's path along the manufacturing process, making improvements at every stage from factory floor to finished product. bluesign® encourages the industry to increase their efforts in sustainable processes step by step.