

PENN TEXTILE SOLUTIONS, DESIGNER OF THE YEAR IN THE LINGERIE CATEGORY FOR INTERFILIÈRE PARIS 2019

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This year, Interfilère Paris recognizes the Penn Textile Solutions company for its innovative, technically refined collections that are constantly refreshed, offering elaborate fabrics with a multitude of features and resonances, for over 60 years now.

A PIONEERING ENTERPRISE

It was in 1959 that Penn Elastic GmbH was founded in Germany, driven by the invention a year earlier of Lycra® fiber, which this company immediately identified as having massive technological potential. This enterprise has thus perpetually innovated with this American creation, creating elastomer knit fabrics whose multiple variations would later make Penn Textile Solutions a major player in the production of new materials for lingerie.

INTERNATIONAL EXPERTISE AT THE SERVICE OF INNOVATION

After a fruitful collaboration lasting for over 30 years between the German and Italian branches of the company, Italian CEO Federico Colombo was named marketing and product development director of the group in October 2018, working in close partnership with his counterpart Thomas Siemensmeyer, who heads up the sales part of the business.

Together, they are developing cutting-edge innovations to create timeless elegance and sustainable performance. "This is why we choose synthetic elastane fiber," the German manager explains. "Now, more than ever, consumers want comfortable, easy-care garments that offer concrete benefits in terms of performance."

ITALIAN DESIGN, GERMAN MANUFACTURING

Following the essential innovations presented in 2018 (the woven 3D SPACER FABRIC, the delicate comfort of NATURAL CHARME and POWERLACE, the development of the DREAMSHAPE series, and the uniqueness of a new generation of laces), Interfilère Paris hails the inventiveness of their 2019 collection, based on different types of fully eco-friendly and recycled fabrics and a variety of rigid and elastic, natural and synthetic tulle, and celebrates the addition of these natural fibers that will set the tone for the Interfilère Paris 2019 show.

NATURAL MATERIALS, THE STARS OF THE INTERFILIÈRE PARIS 2019 SHOW

Evoking softness and comfort, natural fibers awaken our senses and our imagination. More than ever, they are playing a starring role in all lifestyle industries and remind us of the luxury and pleasures of an authentically simple and naturally virtuous world. Lingerie and homewear are no exception to this craze, which brings them back to their roots, somewhere between the purity of cotton, the sensuality of silk, and the freshness of linen.

Media:

EVENT INTERNATIONAL
01 45 03 21 26

Leslie Levy : llevy@eventinternational.com
Maude Chalot : mchalot@eventinternational.com

lingerie
designer


EUROVET