



# Eastman Naia™ cellulosic staple fiber

Apparel application focus

# Naia™ staple sustainable blends

Benefits of staple fiber blends



Key value prop	Softness, quick drying, reduced pilling
Attributes to highlight for specific Naia™ blends as compared to 100% version	<b>Naia™/lyocell and Naia™/modal</b> <ul style="list-style-type: none"><li>• Softness</li><li>• Naia™ with modal improves dry rate up to 30%</li><li>• Naia™ cellulosic fibers consistently reduce pilling on fabrics</li><li>• Naia™ improves dimension stability for wash and wear</li></ul>
	<b>Naia™/recycled polyester</b> <ul style="list-style-type: none"><li>• Soft hand</li><li>• Naia™ blends consistently improve dry times</li><li>• Naia™ cellulosic fibers safeguard fabric against fuzz appearance after repeated wash and wear</li><li>• Digital sublimation printing</li><li>• One-bath dyeing</li></ul>

*\*Compared to 100% versions of fiber. Based on results from applicable test methods; yarn comparison, fabric construction, and finishing can vary results.*



# Naia™ staple fiber

The perfect choice for womenswear

# Category: Sleepwear/loungewear (knit)



## The Lounge Jumpsuit

**How to update:** a success in womenswear, refresh with cropped culotte pants and loose shapes. Source lightweight pima cotton, soy or modal blends for comfort and sustainable credentials. Fine ribs and airy textures offer a tactile update.

**Why is it key?** All-in-one lounging suits gain appeal, with jumpsuits uptrending across the Pre-Summer 20 catwalks (+20% YoY) and showing an increase at online retail this summer (+30% UK and +11% US YoY across S/S 19 new-ins, WGSN Instock data). Already picked up by fashion-forward loungewear brands, these aren't novelty, animal-shaped onesies but rather designs you can wear to the beach or as two-mile wear.

### Focus: Naia™/modal blends\*

- Softness
- Naia™ blends with modal improve dry rates up to 30%.
- Naia™ cellulosic fibers consistently reduce pilling on fabrics.
- Naia™ improves dimensional stability for wash and wear.

COMFORT

EASE OF CARE

### Focus: Naia™/recycled polyester blends\*

- Soft hand
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- One-bath dyeing

COMFORT

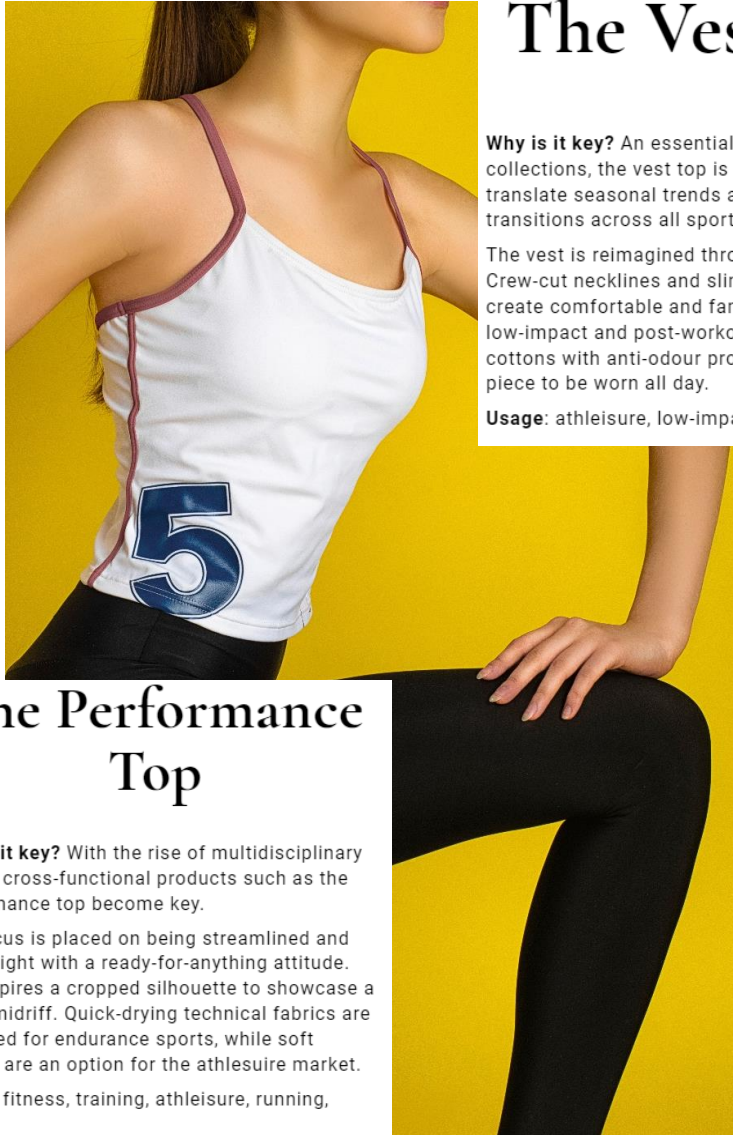
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Trends source: WGSN. Fashion by Ascential. Women's Sleepwear & Loungewear

**EASTMAN**

# Category: Athleisure tops (knit)



## The Vest Top

**Why is it key?** An essential item for all core collections, the vest top is a great vehicle to translate seasonal trends and colours, and transitions across all sports and disciplines.

The vest is reimagined through a retro lens. Crew-cut necklines and slim, relaxed silhouettes create comfortable and familiar styles ideal for low-impact and post-workout outfits. Recycled cottons with anti-odour properties allow this piece to be worn all day.

**Usage:** athleisure, low-impact sport

## The Performance Top

**Why is it key?** With the rise of multidisciplinary sports, cross-functional products such as the performance top become key.

The focus is placed on being streamlined and lightweight with a ready-for-anything attitude. S/S inspires a cropped silhouette to showcase a toned midriff. Quick-drying technical fabrics are preferred for endurance sports, while soft jerseys are an option for the athleisure market.

**Usage:** fitness, training, athleisure, running, cycling

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COMFORT  
EASE OF CARE

### Focus: Naia™/recycled polyester blends

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Trends source: WSGN. Fashion by Ascential. Women's Sleepwear & Loungewear

**EASTMAN**

# Category: Fashion tops (woven)



Comfort and ease are at the heart of design for S/S 20. Pieces need to integrate easily into a woman's varied lifestyle. Capitalise on this theme by approaching silhouettes with longevity in mind.



- For commercial success, try raised-texture seersuckers for gentle puckering effects on shirtings and more fluid top-to-toe looks

- Build on the casual aspect by adding utility details and deep cuffs or frayed edges for a well-loved appeal

## Focus: Naia/lyocell blends

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**COMFORT**  
**EASE OF CARE**

## Focus: Naia™/recycled polyester blends

- Soft hand
- Lightweight
- Naia™ blends consistently improve dry times.
- Naia™ cellulosic fibers safeguard fabric against fuzz appearance after repeated wash and wear.
- Digitally printed

**COMFORT**  
**EASE OF CARE**

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**EASTMAN**

# Category: Fashion bottoms (woven)



## Cropped Paperbag

**Why is it key?** Encompassing both comfort and style, the paperbag is the perfect statement trouser without losing commercial viability. Cropped lengths are key.

**Fabric & detail:** cottons, technical blends and Tencel create light volume.

**Market:** Women, Young Women

**Drop:** Summer



## The Split-Hem Trousers

**Why is it key?** Continuing from S/S 20, split-hem trousers gain steady traction, updating core styles from slim to flared with a fashion edge. The detail can either be styled as part of a 1970s-inspired aesthetic (see Altuzarra), or as an update for everyday jegging and cigarette styles in easy stretch fabrics and elasticated waistbands. This style works as a colour and print vehicle for the season's key neutrals through to important fashion brights.

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**EASTMAN**

# Category: Fashion skirts (woven)



## Tiered Maxiskirt

**Why is it key?** Make the maxi easy with an elasticated waist and flattering three-tiered, ankle-length construction. This is the perfect piece for warm spring days.

**Fabric & detail:** cotton twill or lightweight Tencel

**Market:** Women & Young Women

**Drop:** Mid-Spring & Festival



## The Sarong Skirt

**Why is it key?** A holiday-ready piece becomes a bona fide daytime option. Update wrap silhouettes with a draped and tied waist. Style over trousers for a 1990s flair.

**Fabric & detail:** viscose

**Market:** Women & Young Women

**Drop:** High Summer

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**EASTMAN**





# Naia<sup>TM</sup> staple fiber

Value chain inspiration slides for fabric development

# Naia™ staple fiber applications guide

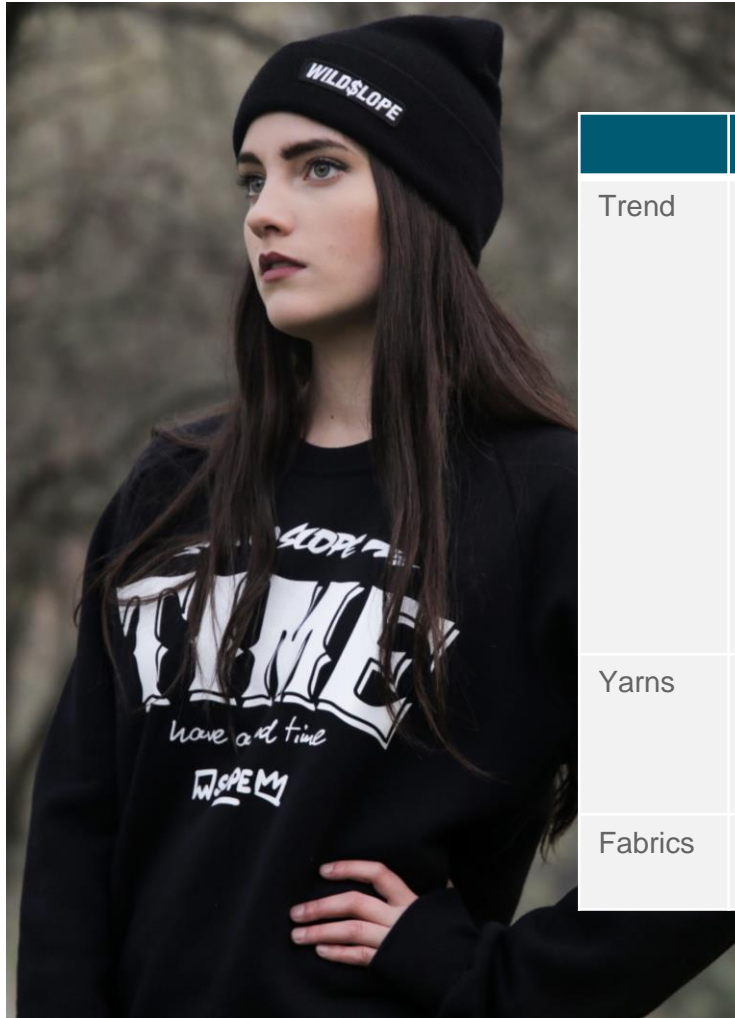
## Overview for fabric development



	Sleepwear/loungewear (knit)	Athleisure tops (knit)	Fashion tops (woven)	Fashion bottoms and skirts (woven)
Key value prop	Softness, Quick drying, Reduced pilling			
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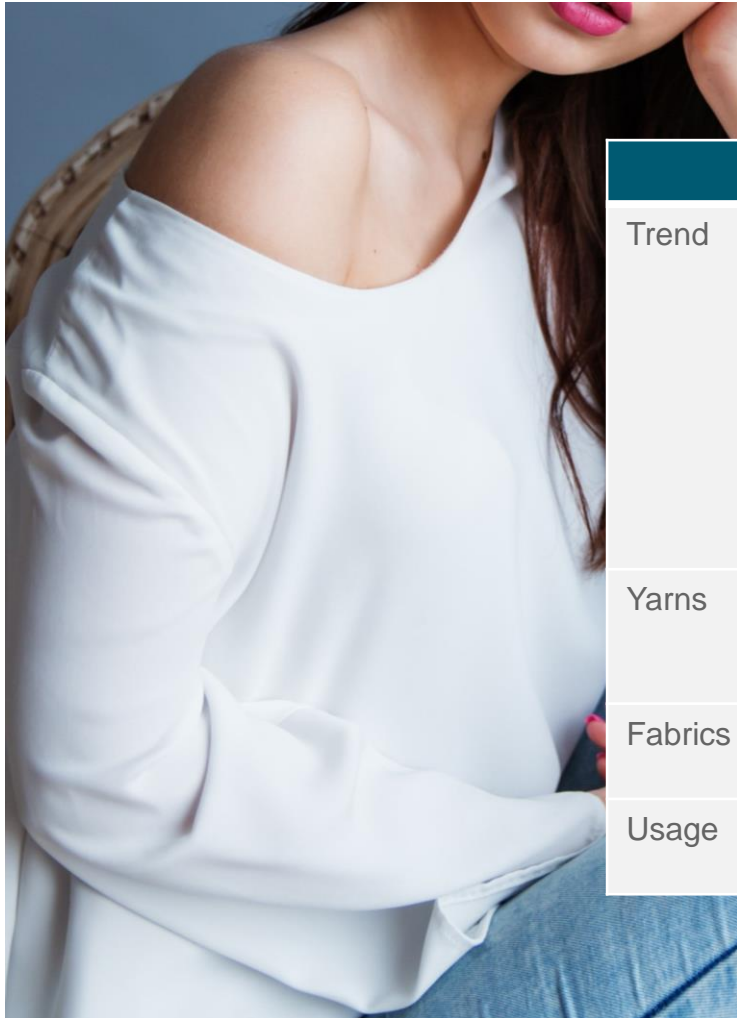
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# Women's streetwear (lifestyle)/basics



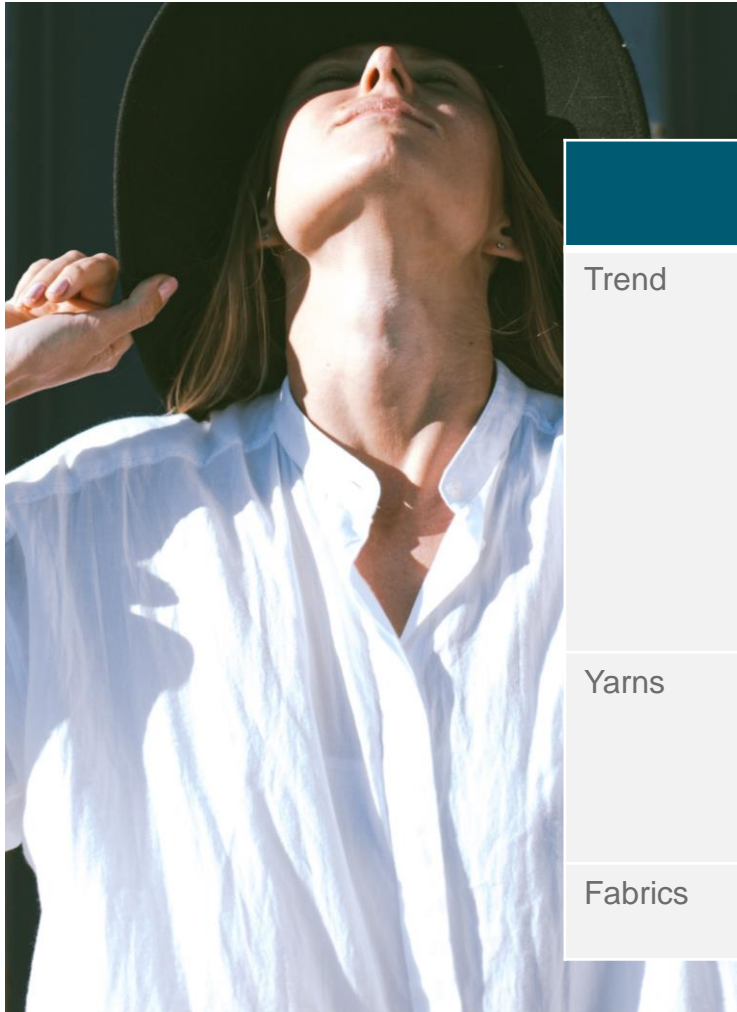
	Sweatshirt	T-shirt	Mock neck	Hoodie	Legging
Trend	Premium and sustainable qualities that elevate style— while continuing to explore comfort. Work in premium jersey in neutral tones for a laid-back luxe feel.	A shift toward better basics have become more popularized by designers and high street brands such as Zara and Weekday.	Slim-fitting item, used for layering, gives more premium feel. Fine yarns are key for a smooth look and soft next-to-skin comfort (natural and synthetic yarns)— recycled poly, cellulosics, and wool	Evolving into womenswear essential from catwalk, athleisure, and streetwear trends ... easy-to-wear comfort. Elevated by Gucci and Sportsmax.	Spurred by the athleisure boom, this high-volume essential is adapted to meet shifts in fashion. A high-waisted shape with smarter details and suiting fabric patterns. Better performance such as breathability, cooling, and quick-drying qualities.
Yarns	Naia™/recycled polyester	Naia™/recycled polyester Naia™/modal	Naia™/recycled polyester Naia™/modal	Naia™/recycled polyester Naia™/modal	Naia™/recycled polyester
Fabrics	Soft fleece	Interlock jersey, ribbed	Fine and heavier gauge jersey, ribbed	Soft fleece	Washed and brushed jersey

# Women's knitted tops



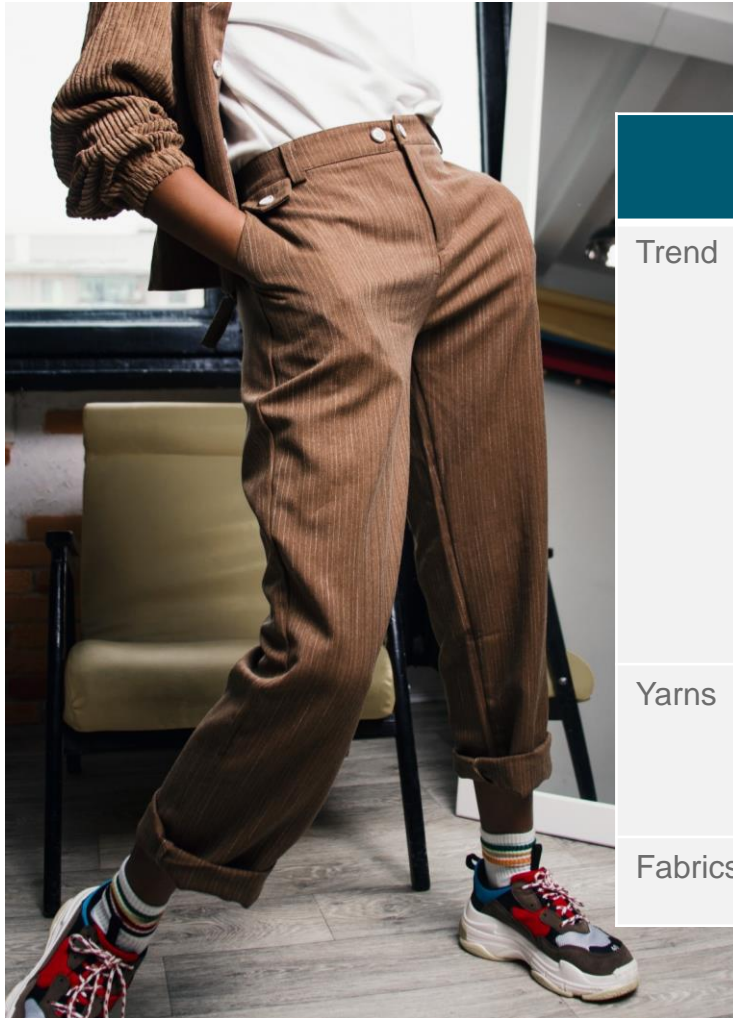
	One-shoulder tee	Cropped tee	The vest top
Trend	The T-shirt has risen to the status of fashion item, gaining strong presence on the catwalks in graphic and plain iterations.	The performance tee is primed to be refreshed and showcase seasonal trends. The micro length and slim fit aligns with athleisure collections. Lightweight but structured fabrics add to the cooling performance of the tee.	An essential item for all core collections, the vest top, crew-cut necklines, and slim, relaxed silhouettes create comfortable and familiar styles ideal for low-impact and post-workout outfits.
Yarns	Naia™/recycled polyester Naia™/recycled cellulosic	Naia™/recycled polyester Naia™/modal	Naia™/recycled polyester Naia™/modal
Fabrics	Ribbed	Ribbed, Lacoste	Jersey
Usage	Fashion	Athleisure, fitness, stretch	Athleisure, low-impact

# Women's woven tops



	Masculine shirt	Dropped shoulder	V-neck blouse	Peasant blouse	Slimline shirt
Trend	Comfort and ease are at the heart of design for S/S 20. Proves a versatile item, from daywear through to eveningwear.	Drop-sleeve blouse returns, continuing the easy nature of simply cut tops. Build on the casual aspects.	Redefine business casual dressing with a relaxed, fashion-forward, no-frills item.	Using volume in a minimalist manner, the peasant blouse creates a cocooning shape for ease and wearability. Heavyweight wovens preferred for a more structured, minimalist take.	The classic sartorial item is elevated through fit and pattern to speak to womenswear workwear attire.
Yarns	Naia™/recycled polyester	Naia™/recycled polyester Naia™/lyocell	Naia™/recycled polyester Naia™/lyocell	Naia™/recycled polyester Naia™/recycled cellulosic	Naia™/recycled polyester (prints)
Fabrics	Chambray, seersucker	Plain, 2-1 twill	Chambray, seersucker, twill	Heavyweight wovens	Plain, 2-1 twill

# Women's woven trousers/bottoms



	Gathered-ankle trouser	Jumpsuits	Tailored cargo trouser	Split-hem trouser
Trend	The adjustable ankle feature allows the wearer to control volume, bringing newness to the cargo trousers or pleated trousers. Casual, sporty look is created.	Jumpsuit consumer interest has risen and expected to continue making in impact for A/W 20/21. Minimalist, versatile styles remain key, with refined details that feel timeless and elevated. Utility twills remain key, comfort-led feel.	Casual cargo trousers top the fastest growing and best-performing list at online retail. Newness emerges in formal, tailored versions as the mood for smartening continues to grow. Fabric and color trends move away from traditional twills and khakis.	Split-hem trousers gain steady traction, updating core styles from slim to flared with a fashion edge. Update everyday joggling and cigarette styles in easy stretch fabrics and elasticated waists. Styles work as color and print vehicle.
Yarns	Naia™/recycled polyester	Naia™/recycled polyester	Naia™/recycled polyester	Naia™/recycled polyester (prints)
Fabrics	Plain, 2-1 twill	2-1 twill	Plain	Plain