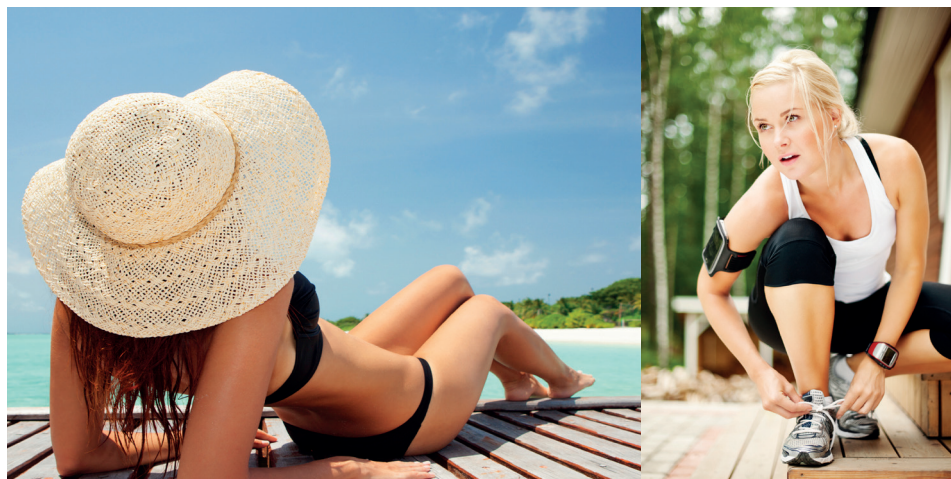


RENEW, THE SUSTAINABLE FAMILY OF FABRICS BY JERSEY LOMELLINA

The unmistakable family of JL fabrics gets revamped and welcome two new entries:
Renew Cult and Renew Style.



Jersey Lomellina commitment to safeguarding the environment dates back to long before being eco-friendly became trendy and now translates into the four fabrics of the **Renew family**.

Renew Prime, Renew Light, Renew Cult and Renew Style share many common features but what makes them unique is the fact they are all made of Econyl[®], a polyamide yarn made of 100% recycled material.

These fabrics stem from a truly sustainable process based on the use of recycled raw materials and on the reduction of waste, designed with the aim to boost the techno-features that sportswear fabrics are expected to boast.

And this is particularly true for the Renew family of fabrics, and especially Renew Prime, which embody JL sporty soul.

Renew Prime was conceived to offer extreme elasticity and a high shape recovery power so to enhance even the best sport performances, ensure comfort – its hand-feel is really pleasant and soft – and maximum freedom of movement. And it is not without a reason that it was awarded the prestigious LYCRA[®] SPORT certificate: this fabric ensures the perfect muscular compression, reducing vibrations and supporting muscles during sport activity thus reducing strain.

Water is its natural habitat, thanks to the presence in its composition of the XTRA LIFE LYCRA[®] elastomer which translates into its high resistance to chlorine, suntan oils and sweat; actually it is 10 times more resistant than standard elastomers!

Even after many washes, garments won't sag and bag; moreover, Renew Prime is also highly breathable, light, fast drying, UV protective (UPF 50+) and resistant to pilling and abrasions. When wearing it you will be able to practice any sport, even the most extreme ones.

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All such features are shared with Renew Light which is also extremely soft and comfortable. Fitting the body like a second skin, Renew Light is really light, thin and extremely fast drying and boasts an excellent shape retention power. Amazingly comfortable, it is ideal for the creation of ultra-light, easy-to-carry-around garments designed to be suitable for outdoor activities, but not only.

And then there are the new entries:

Renew Style, similar to Renew Light but with an extra charming matt surface. Extremely light, too, but perfect to enhance the silhouette and remodel it when needed, it is delicate on the skin and ideal for the creation of beachwear items and drapes.

Last but not least, Renew Cult: as suggested by its name, you can't help falling in love with this fabric. Like every other sport champion, Cult is "solid", compact, non see-through, super stretch, perfectly fitting and follows the body every move.

The perfect team-mate you can count on in every occasion.

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