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Twist

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Natural choice

UMORFIL Beauty Fiber has been selected by LVMH as one of the top eco-friendly materials to be used by the group, highlighting the growing interest in this unique fibre.

Jonathan Dyson reports.

UMORFIL Beauty Fiber, a functional fibre created using collagen peptides from fish scales, has this year been selected for inclusion in 'Matières à penser' (Materials to consider), the environmental trends handbook developed by the French multinational luxury goods conglomerate LVMH. Produced in partnership with the Paris-based eco-design agency Coopérative Mu, the guide is used as an internal resource across the LVMH group.

Renewed each year, it presents around 40 samples of different eco-friendly materials and processes, and forms part of the LIFE – LVMH Indicators For the Environment programme, which lists nine key elements of the group's environmental performance, including responsibly sourced raw materials, environmentally-friendly manufacturing

processes, and the lifespan of products.

UMORFIL Beauty Fiber was first launched in 2012 by Camangi Corporation, a technology and textile company based in Taipei, as part of its viscose fibre range.

"We feel really honoured to be selected by LVMH," says Janis Lee, sales and marketing director at Camangi. "It is clear that UMORFIL Beauty Fiber matches the criteria for LVMH's key drivers of environmental performance."

She adds: "It is also important for UMORFIL to choose green companies as its downstream partners, such as spinners, fabric and garment manufacturers and brands."

The fish scales used to extract the collagen peptides in UMORFIL are recycled from the waste on Taiwan's coastline, while the viscose fibre used

in UMORFIL is certified in line with OEKO-TEX Standard 100. In addition, at the end of its life, according to Lee, a garment made from UMORFIL will decompose naturally in the earth due to the properties of the material.

Lee claims that the higher the volume of UMORFIL Beauty Fiber being used, the better it is for the environment. "The more UMORFIL we make, the more fish scales we can use, and the more are recycled and are not polluting the environment directly," she says.

Lee adds that UMORFIL is now looking at the possibility of recycling other organisms from the ocean that could also become valuable ingredients to add into the UMORFIL fibre. She says that this could start to happen from 2017.

Since its launch UMORFIL Beauty Fiber has been used in denim, shirts,

What is UMORFIL Beauty Fiber?

UMORFIL Beauty Fiber is bionic, as it applies biological methods and systems found in nature to a technological development. It is said to offer advanced moisture management and exceptional softness, thanks to its use of collagen peptides from fish scales, which are bonded together with viscose fibre using biotechnology.

Collagen is a fibre-shaped protein that plays a vital role in the elasticity and regeneration of skin, bones, muscles and joints.



UMORFIL Beauty Fiber (right) is created using collagen peptides from fish scales (left), which are bonded together with viscose fibre (centre).

Supplementing the body with collagen protein is believed to provide it with the amino acids necessary to manufacture and support collagen. Materials which contain an appropriate amount of collagen peptide amino acid can provide skin-friendly and health care properties, making skin smooth and elastic and advancing blood circulation. A key advantage of a textile product made from UMORFIL is said to be that the amino acids remain active even after the garment has been washed several times. This means UMORFIL's functional properties last longer than many performance fibres and fabrics, whose properties are often created through applying a coating technology or powder base, rather than natural ingredients within the fibre itself.

innerwear and bedding, with the performance properties of UMORFIL attracting a range of interest. Lee says that due to the presence of amino acids from collagen peptides in the fibre, UMORFIL is ideal for next-to-skin wear.

"UMORFIL is friendly to the skin due to its moisturising function," she says.

"It is also soft and cozy to wear – wearing UMORFIL Beauty Fiber feels like a second skin, and creates a memory of softness."

Tests have also proven UMORFIL to be anti-static, deodorising, antimicrobial and anti-UV. Lee adds that it also provides thermoregulation, and is suitable for sensitive skin.

UMORFIL Beauty Fiber is now appealing to an increasingly broad range of users. One area of growing interest is suiting fabrics. "UMORFIL's special structure creates fabrics with an exceptionally soft hand feel, and when blended with polyester or wool, can produce a fabric that is much more soft than traditional suiting cloths," says Lee.

UMORFIL is also featuring in loungewear, due to the growing demand for high-quality garments in this area. From 2017, UMORFIL may also consider a development of the fibre for use in non-woven applications such as mask tissues or patches, which are used next to the skin. "UMORFIL has received several requests from this area and is under internal discussion for this new application," says Lee.

Blending UMORFIL Beauty Fiber with other fibres is also an important focus. UMORFIL can be blended with all types of both staple and filament fibres, including cotton, linen, silk, wool, Modal, and a variety of synthetic fibres.

As a result of a new initiative introduced this year, UMORFIL Beauty Fiber is now being co-branded with Tencel, the lyocell fibre from the Austrian cellulose fibres giant Lenzing. Textile manufacturers and brands with any product featuring more than 30% Tencel and 30-40% UMORFIL can apply for a co-branded tag from UMORFIL.

UMORFIL is looking to build on its success by continuing to enhance the fibre, and has this year set up its own lab to carry out more research, as well as testing the fibre for aspects such as sensitivity, irritation and biodegradability.

James Hou, the CEO of UMORFIL, says



Inner wear featuring UMORFIL Beauty Fiber and Tencel.

that it is now working with several brands to create a new collection, "to develop a fabric with life, which we hope can help consumers feel peace and comfort when wearing UMORFIL Beauty Fiber."

He explains that the company is aiming to capitalise on the growing importance for consumers of the qualitative, as well as quantitative, aspects of clothing.

"In their clothing purchases today, consumers are not only looking for physical feelings but emotional feelings too," he says. "This is also seen in food. People are looking for more mental and spiritual experiences, and this is what our marketing is focusing on."

He adds: "We want to make the qualitative and quantitative levels match each other, so that UMORFIL Beauty Fiber helps make you more happy due to the quantitative aspects of feeling comfortable and looking good. So our message is that wearing clothes is not only for warmth and other functions, but also for happiness, and to help you become a better person. This is the powerful benefit that UMORFIL Beauty Fiber can bring."

- *UMORFIL will exhibit at booth 6D56/6E57 at Première Vision Paris, on September 19-15, 2016; at booth 2-B222 at Avantex Paris, on September 12-15, 2016; and at the Taipei Innovative Textile Application Show (TITAS) in Taiwan on October 17-19, 2016, during which UMORFIL will hold a seminar in collaboration with the Taiwan Textile Federation.*



The new co-branded tag for products featuring more than 30% Tencel and 30-40% UMORFIL.