Texworld USA Announces Lenzing Innovations Seminars Focused on Ecofabrics

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Nov. 30, 2007 - *PRLog* -- Renewable and sustainable practices in textiles will be the focus of the fourth edition of Texworld USA's Lenzing Innovation-sponsored symposium Jan. 22-24, at New York City's Javits Convention Center.

Held during the show's exhibition, the symposium will also focus on fabric and color trends for spring/summer 2009.

"We are all eager to learn more about what the green movement means to the fashion and textile industries," said Tricia Carey, of Lenzing Innovation. "With each symposium, we are striving to present new relevant eco-topics to our participants and answer questions we regularly get from exhibitors and attendees."

Lenzing Innovation will bring together the world's foremost authorities on ecotextiles and innovation, a panel to address what constitutes authentic green apparel, and the Federal Trade Commission (FTC) to present their Green Guide.

Seminar Program
Future Fashion: White Papers
Lenzing Innovation has compiled a panel of speakers to review and discuss FutureFashion: White Papers, a collection of over 30 eco-focused essays written by global fashion leaders and published by Earth Pledge, a leader in supporting a sustainable lifestyle. The session explores the future and growth of eco-fashion with Leslie Hoffman, executive director of Earth Pledge; John Mowbray, publisher, Ecotextile News; Coral Rose, founder, Eco-Innovations; and Michael Kininmonth, sustainability project manager, Lenzing Fibers.

Authentic Green
As the green movement spreads around the world, Lenzing Innovation presents Authenic Green, a seminar designed to provide the perspective of companies successfully manufacturing eco-fabrics.

"Texworld USA Symposium attendees interested in learning about getting textile products eco-certified and the benefits of eco-labels can get helpful information from experts during this seminar," said Dina Dunn, marketing communications manager of the International Oeko-Tex Association, an organization of independent laboratories that provides textile testing and qualification. "Guaranteeing that textile products are free from harmful levels of more than 100 restricted substances is the goal of the Oeko-Tex Standard 100 Certification program."

Other speakers include Deltef Fischer, vice president, bluesign®; Mark Prosé, programme manager textile certification, Control Union; Michael Kininmonth, sustainability project manager, Lenzing Fibers; and as moderator, Karla Magruder, president, Fabrikology International. A question and answer segment will offer attendees the opportunity to tap into the views of these experts.

Federal Trade Commission's Green Guide
The Federal Trade Commission (FTC) seeks to prevent deception and unfairness in the marketplace, including for those products with environmental or green marketing claims. The Environmental Guides explain how consumers are likely to interpret environmental marketing claims so that marketers can avoid

making false or misleading claims. Laura DeMartino, assistant director of the Division of Enforcement for the Bureau of Consumer Protection at the FTC, will present the FTC's official view on complying with these important guides.

Rounding out the line-up are A Casual Movement for Spring/Summer 2009, presented by Carol Meek of Color Portfolio and focused on the trends for 2009, and Independence: Spring 2009 Color Forecast, presented by Tod Schulman, vice president of home and fashion at Pantone and celebrates the diversity and variety in color for 2009.

About Texworld USA
An international business platform offering a wide array of highly-innovative and creative fabrics, Texworld USA provides designers and buyers access to exquisitely designed, high-quality fabrics made globally, and also showcases the latest trends. Texworld USA returns to New York City's Jacob K. Javits Convention Center Jan. 22-24, 2008.

Lenzing Innovation continues to partner with Messe Frankfurt for the fourth edition of Texworld USA. The show is an expansion of their successful fabrics trade fair, Innovation Asia (formerly TENCEL New York Inc.). The Lenzing Innovation Pavilion will again be a highlighted aspect of the event, showcasing Lenzing customers and their products.

For further information, please visit www.TexworldUSA.com

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Messe Frankfurt textile trade fairs around the world:
Group of Interstoff

- Texworld (18 - 21 February 2008), Paris, France
- Interstoff Asia Essential - Spring (12 - 14 March 2008), Hong Kong
- Intertextile Beijing (27 - 29 March 2008), Beijing, China
- Yarn Expo Spring (27 - 29 March 2008), Beijing, China
- Texworld USA (14 - 16 July 2008), New York City, USA
- Intertextile Pavilion (10 - 12 July 2008), Shenzhen, China
- Texworld (22 - 25 September 2008), Paris, France
- Interstoff Asia Essential - Autumn (8 - 10 October 2008), Hong Kong
- Texworld India (10 - 12 October 2008), Mumbai, India
- Yarn Expo Autumn (October 2008), Shanghai, China
- Intertextile Shanghai Apparel Fabrics (20 - 23 October 2008), Shanghai, China
- Source It (20 - 23 October 2008), Shanghai, China

Website: www.techtextilNA.com

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