



EASTMAN NAIA™ CELLULOSIC FIBER
SPRING/SUMMER 2022
MATERIAL TRENDS



naia™
FROM EASTMAN

A TRUE SUSTAINABLE FIBER FOR CONSCIOUS FASHION

With full traceability from tree to fiber, Eastman Naia™ cellulosic fiber is made in the U.S.A. with the highest safety, social, and environmental standards. Our closed-loop production process allows recycling and reuse of safe solvents and water, resulting in fibers with a low environmental impact.

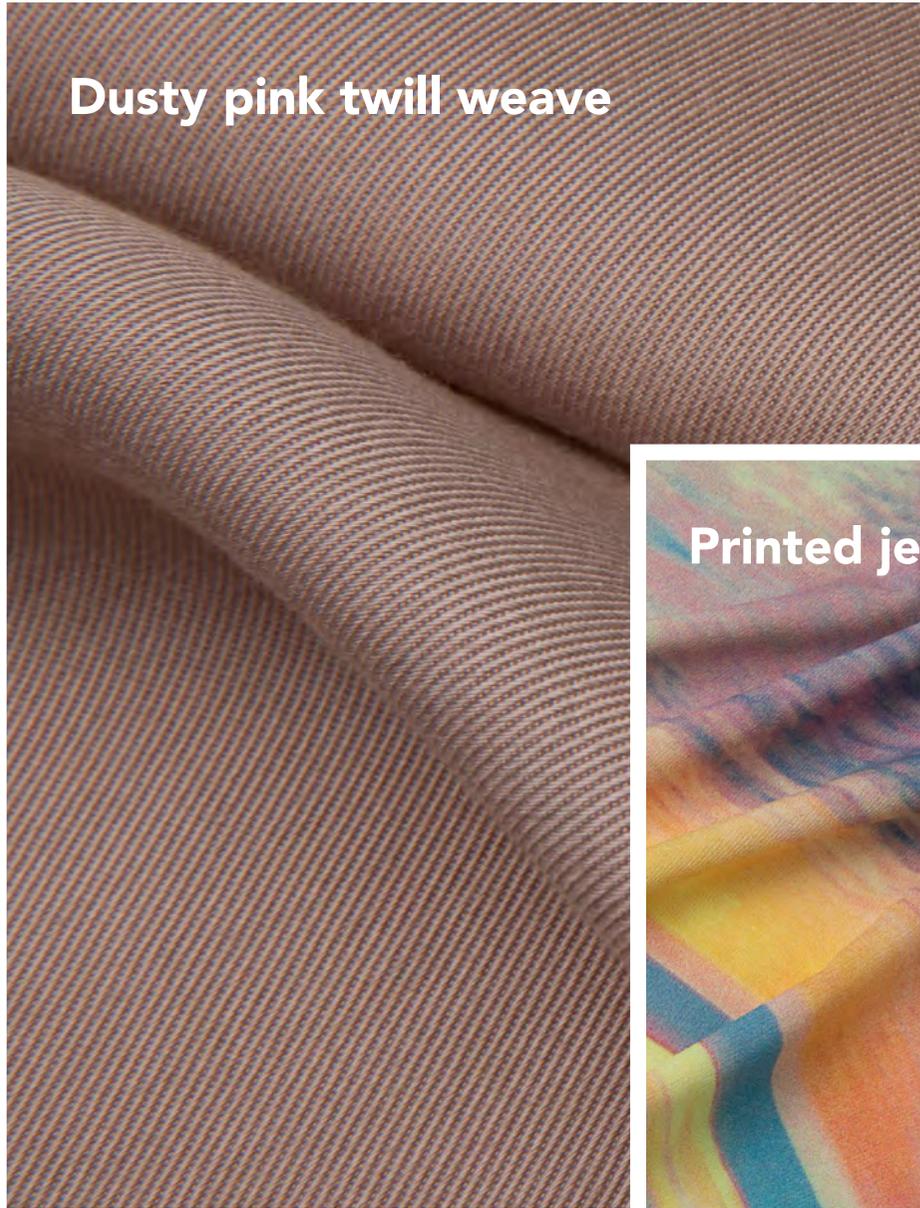
The Naia™ portfolio of cellulosic acetate fibers includes cellulosic staple fiber and cellulosic filament yarn, giving designers more choices and versatility to create. Our sustainable fiber transforms into luxurious, comfortable, and easy-to-care-for fabrics with supreme softness, improved dry rates, and reduced pilling. Naia™ is committed to building a more sustainable fashion industry in collaboration with our supply-chain partners.

With Naia™, you don't have to compromise.

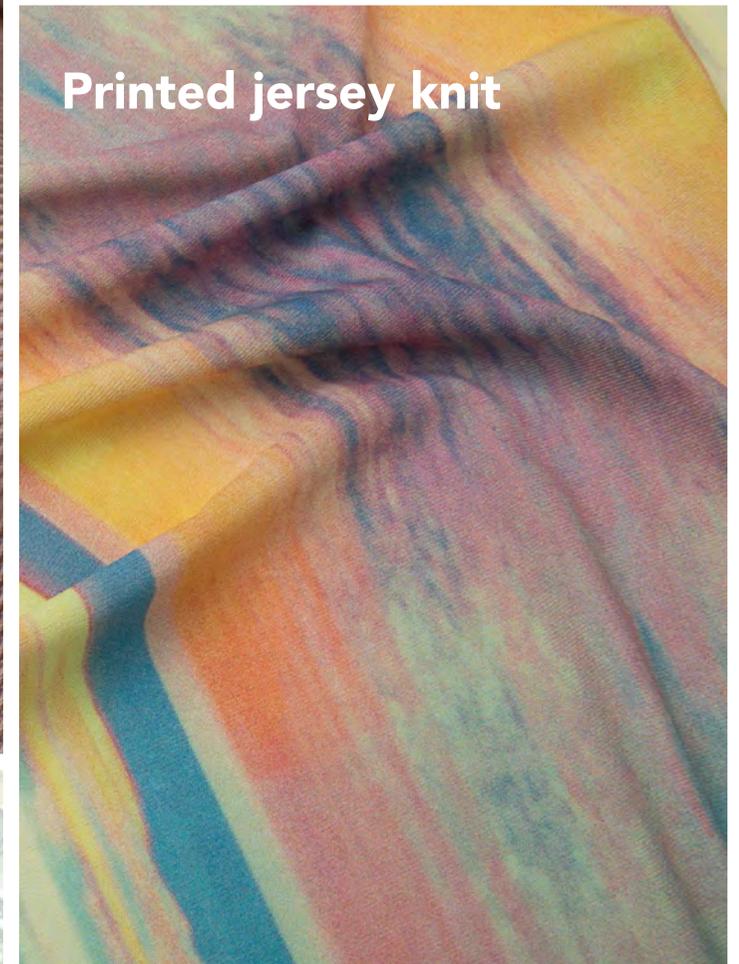


A Natural life

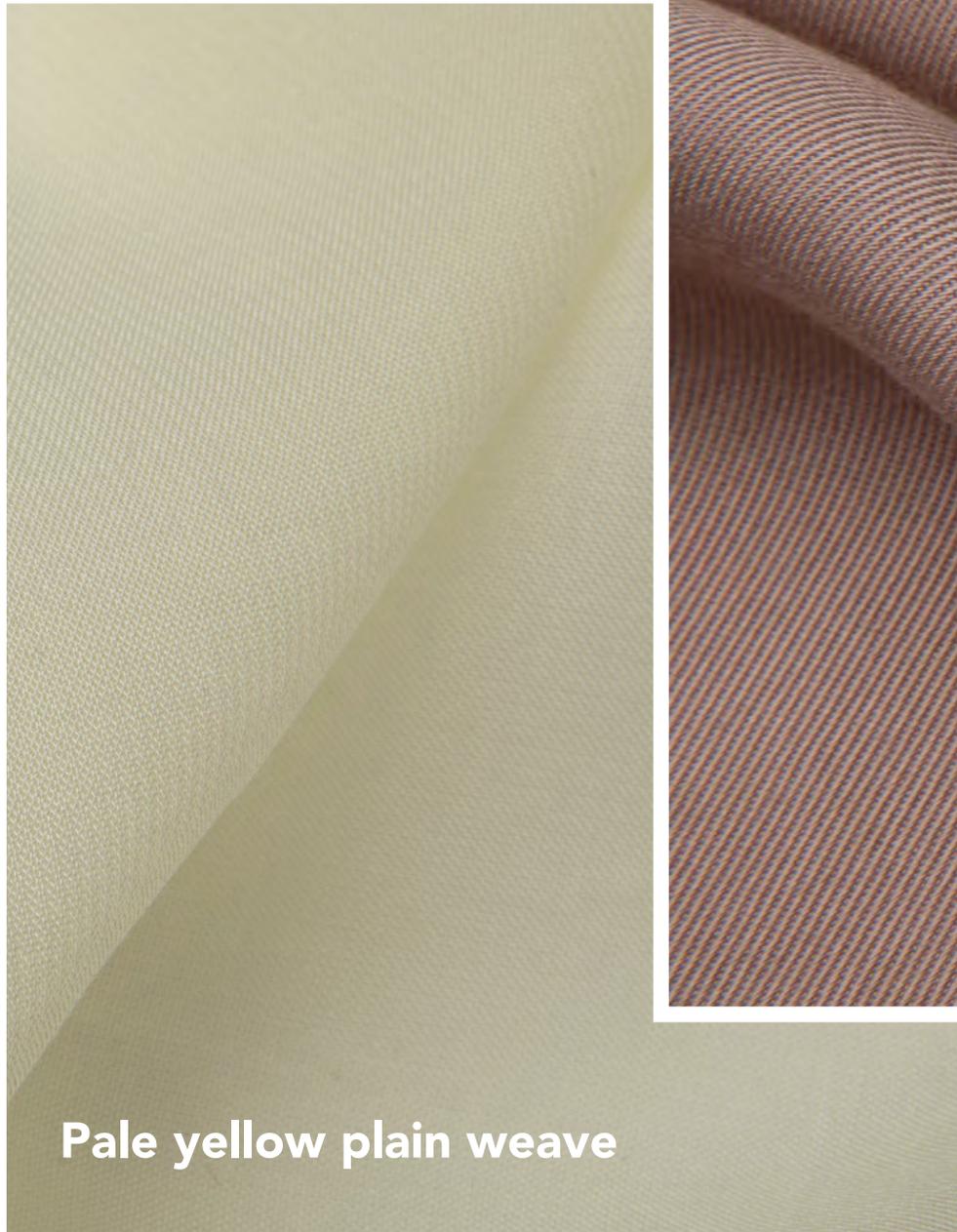
Dusty pink twill weave



Printed jersey knit



Pale yellow plain weave





A Natural life

Natural, organic, sustainable, or recycled fibers

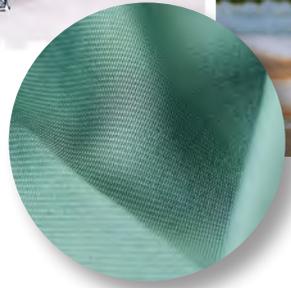
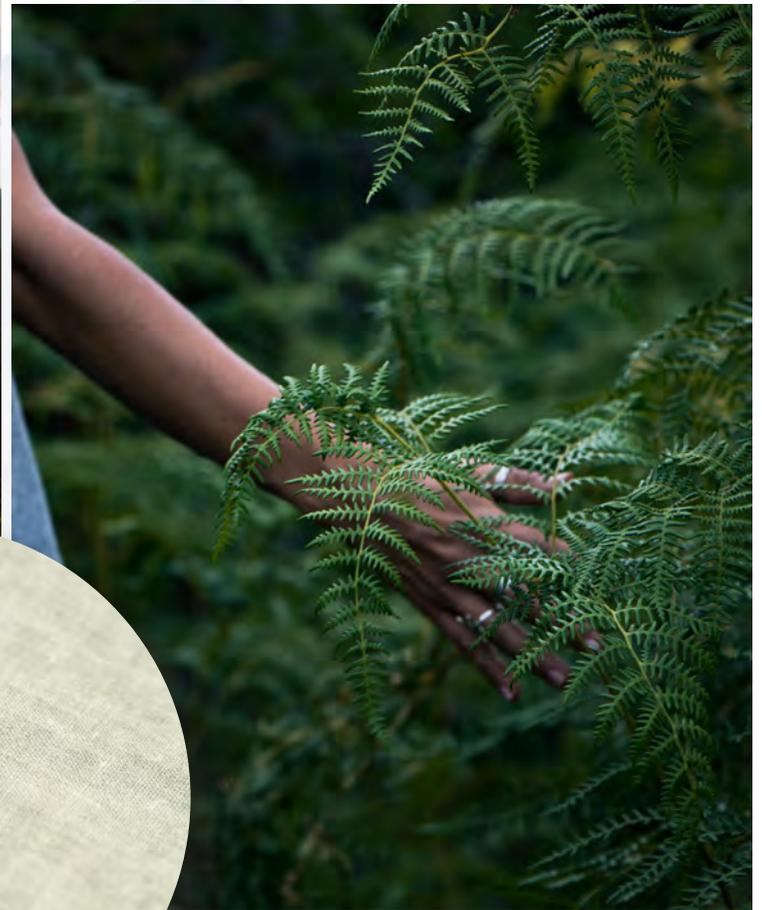
Mood-boosting designs in soft colors

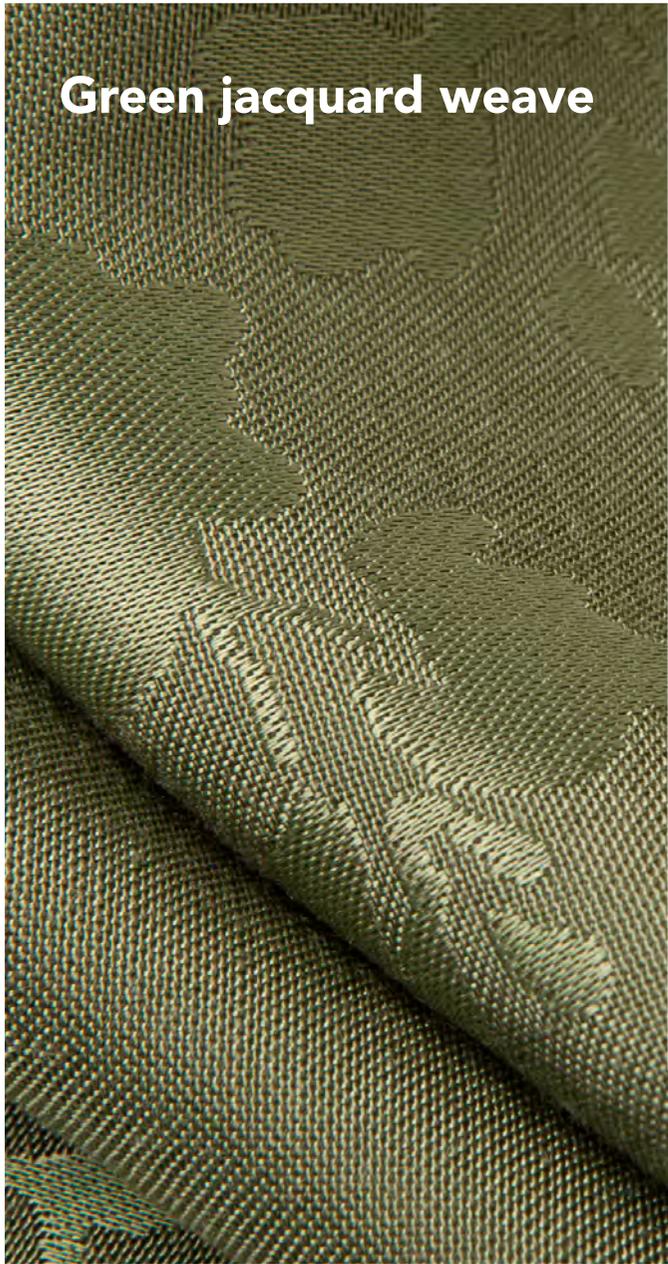
Fabrics with powder, sand-washed, and dusty finishes that enhance soft touch

Prints that embody nature

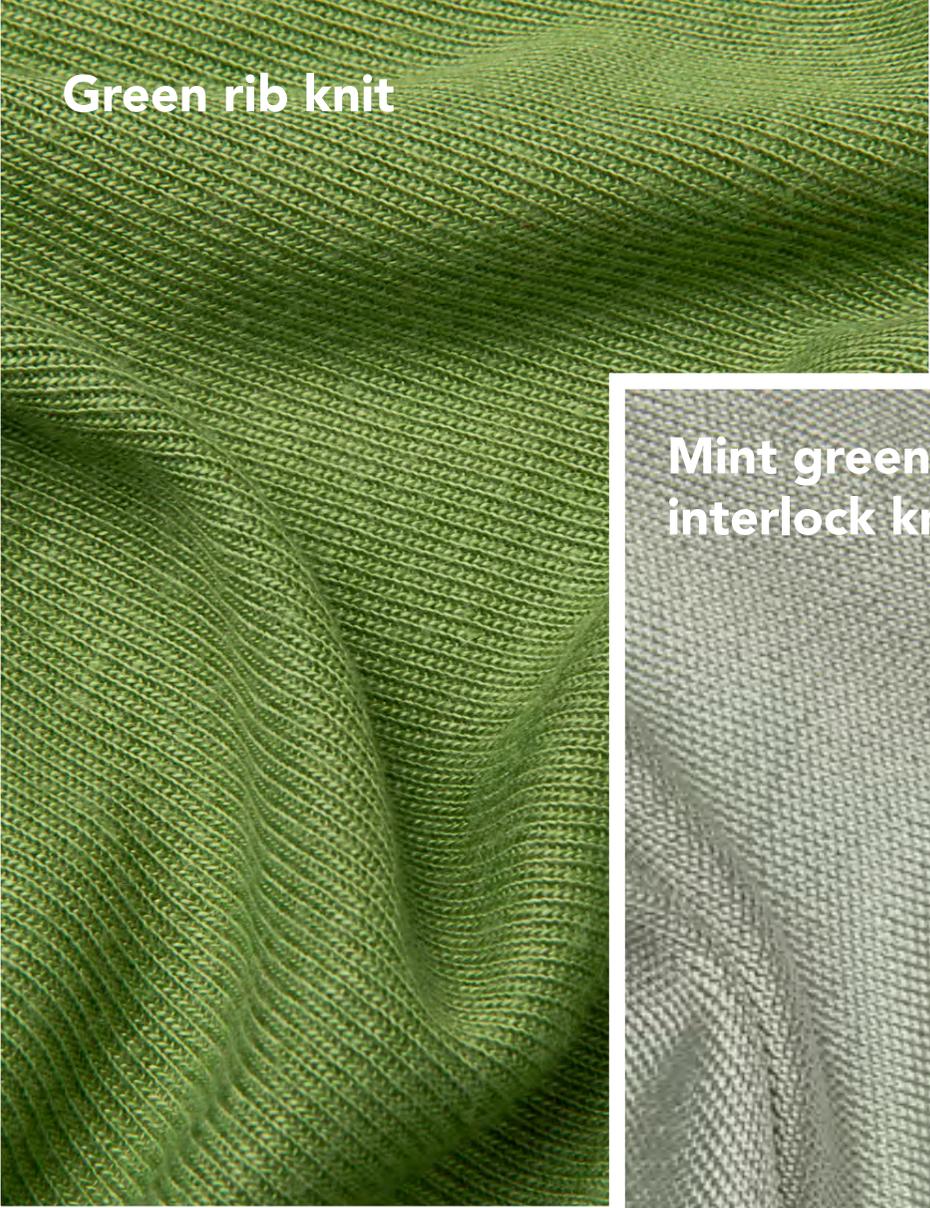


The she-coverry

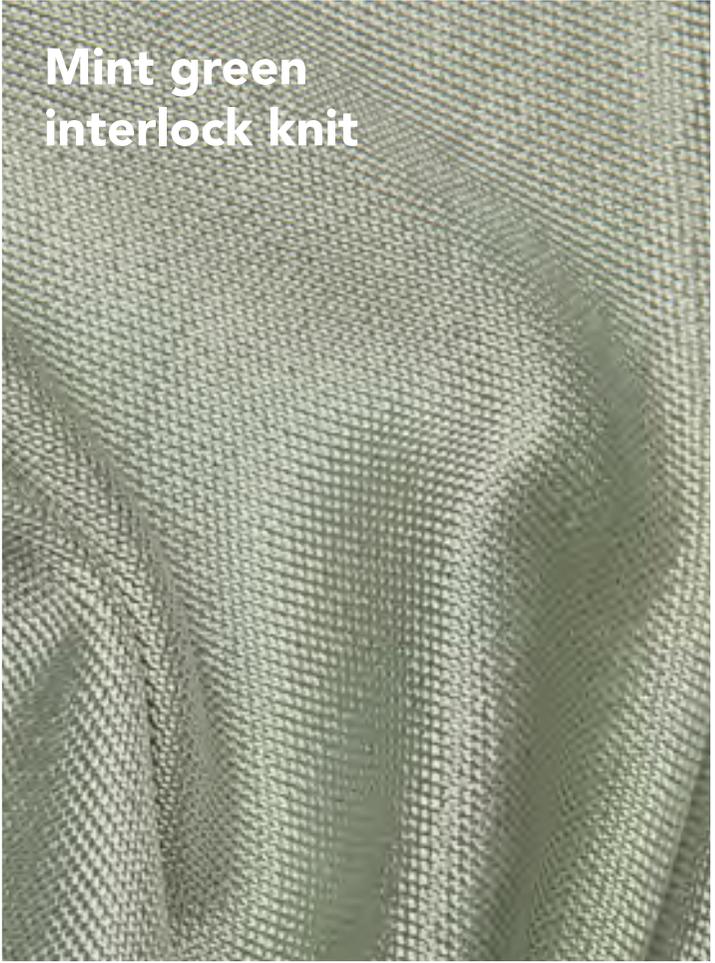




Green jacquard weave

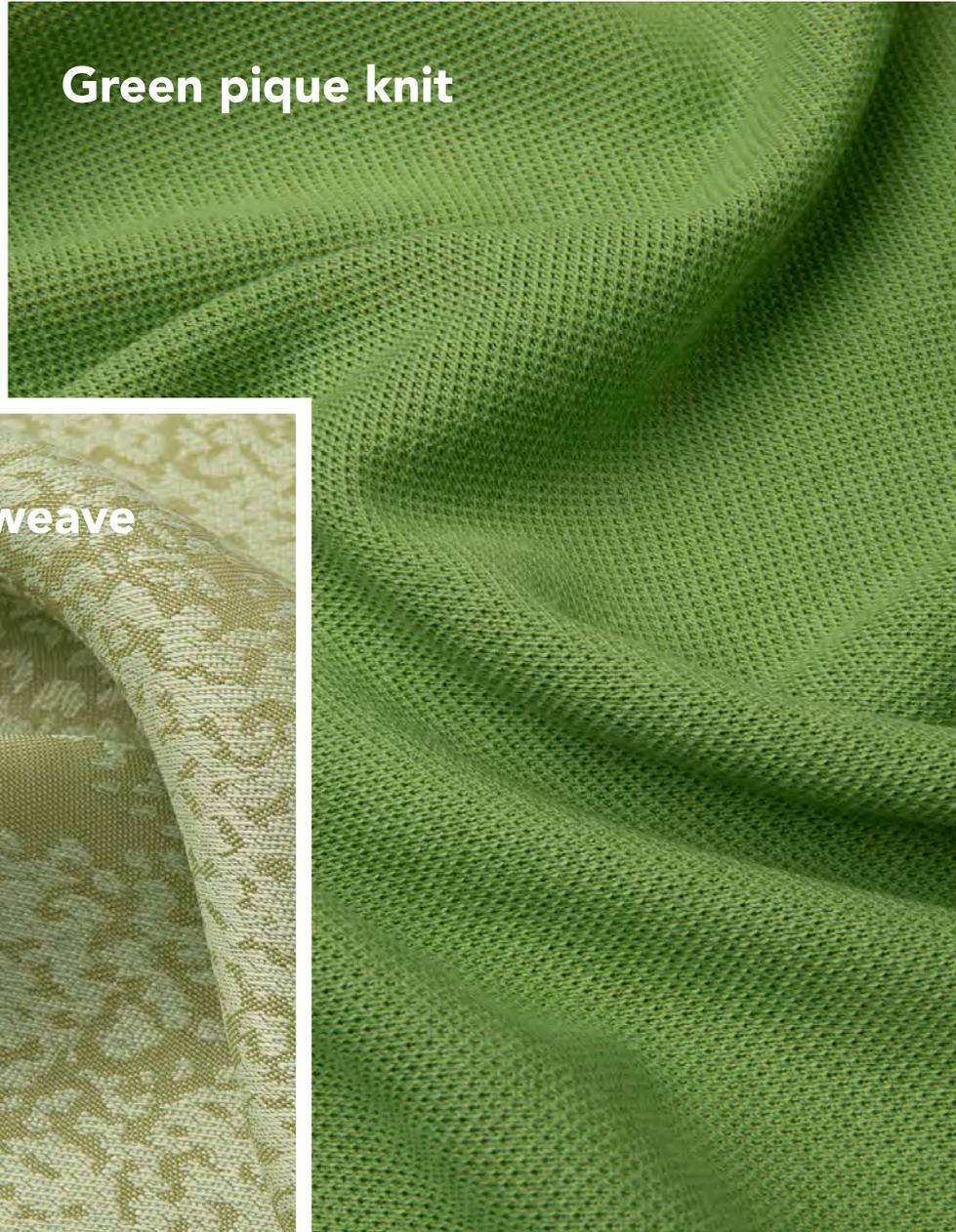


Green rib knit

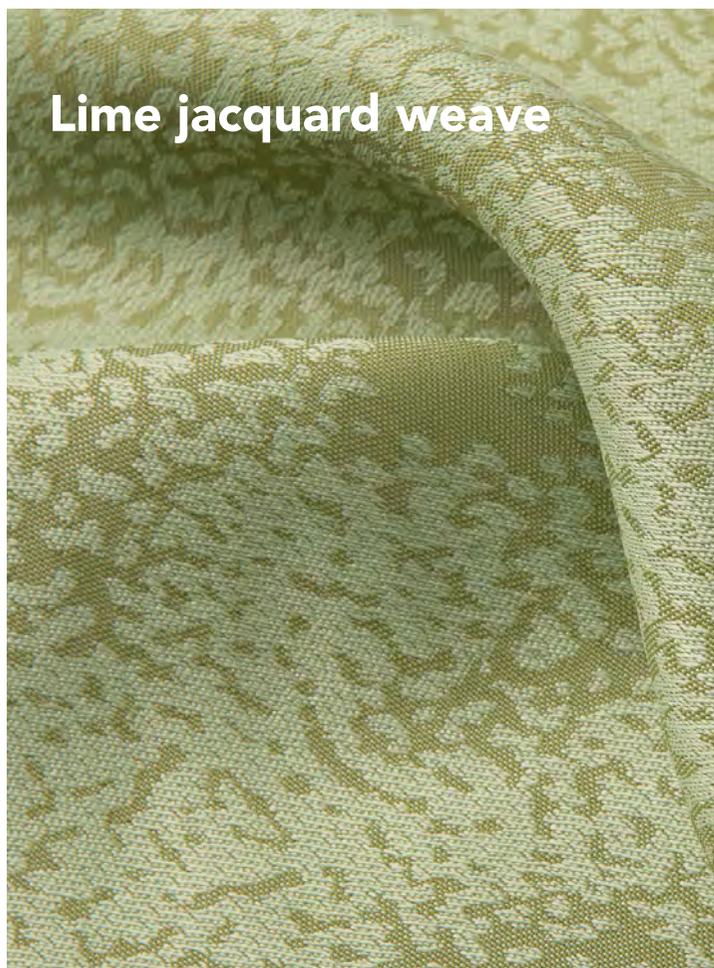


Mint green interlock knit

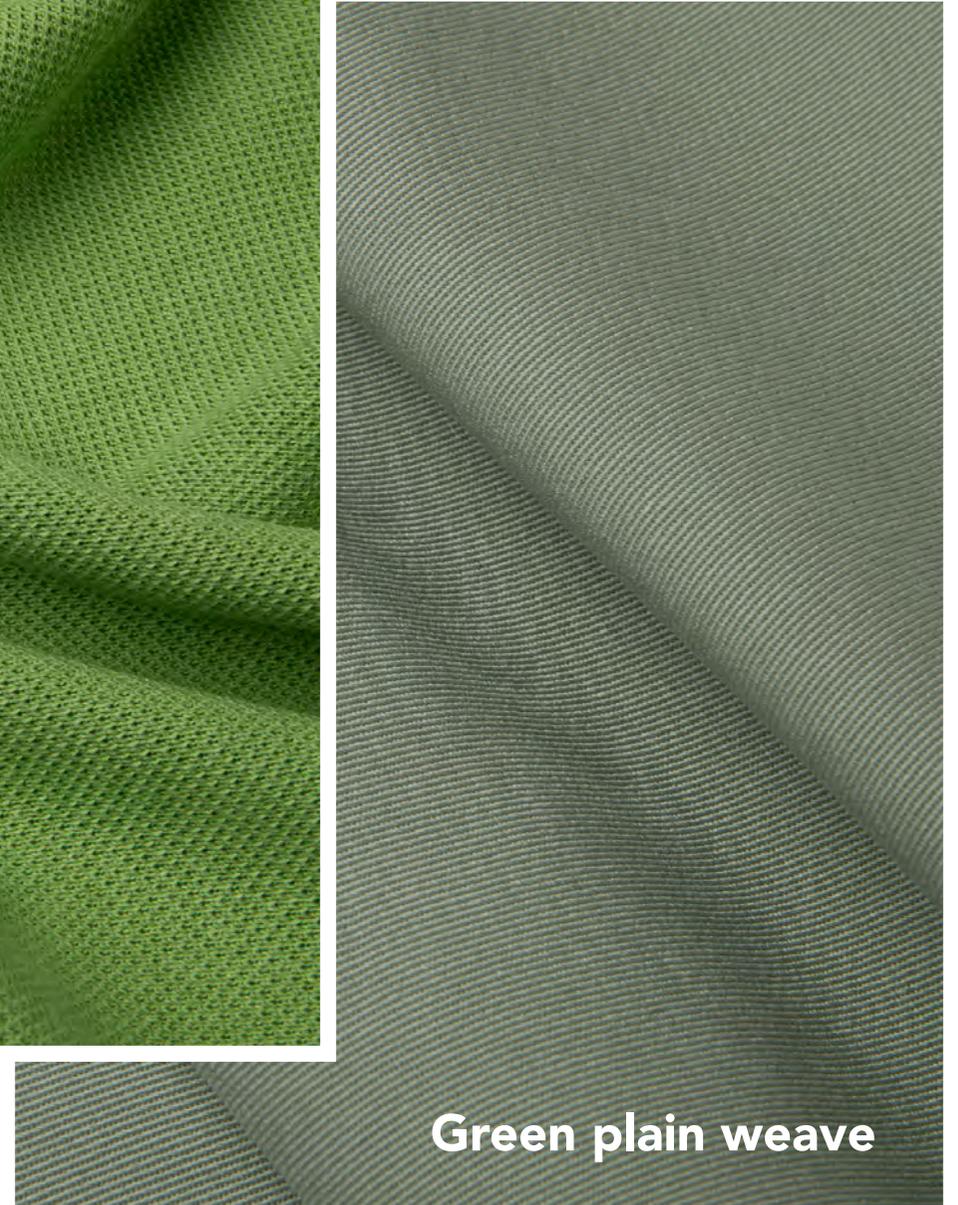
Green pique knit



Lime jacquard weave



Green plain weave





The she-covery

Expressions of rebirth, restoration, renewal, and reemergence

Female empowerment drives the future of fashion via a reimagined green recovery

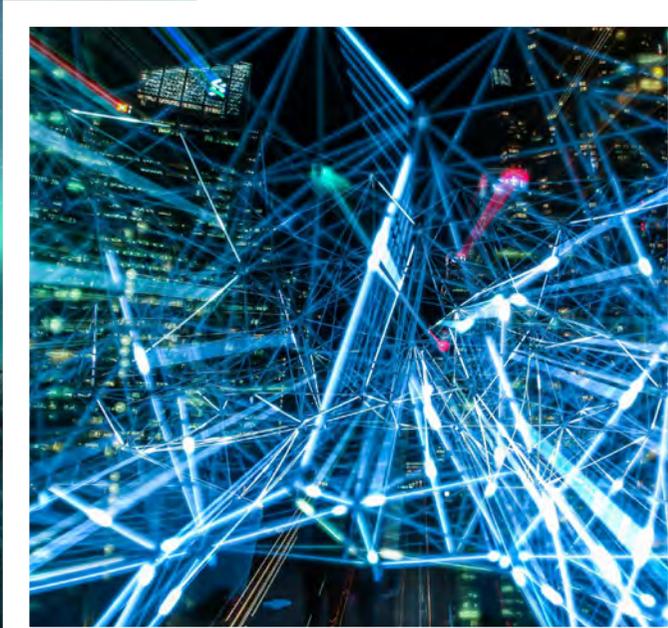
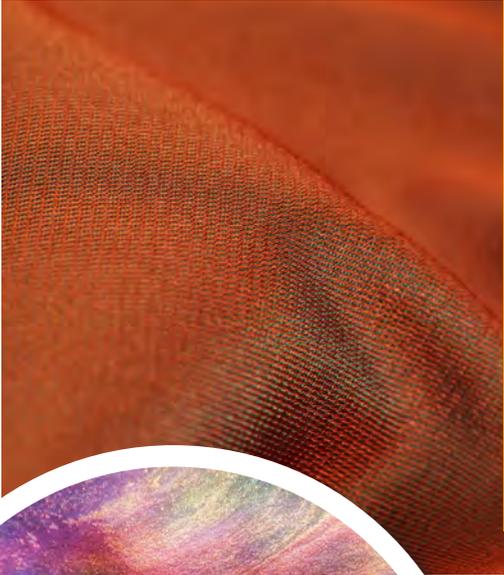
Sustainability becomes the norm, not the exception, embodied in all shades of layered greens

Garden-themed prints and pigments rule this trend driven by Mother Earth





Surreality





Rust jacquard weave



Mélange jersey knit

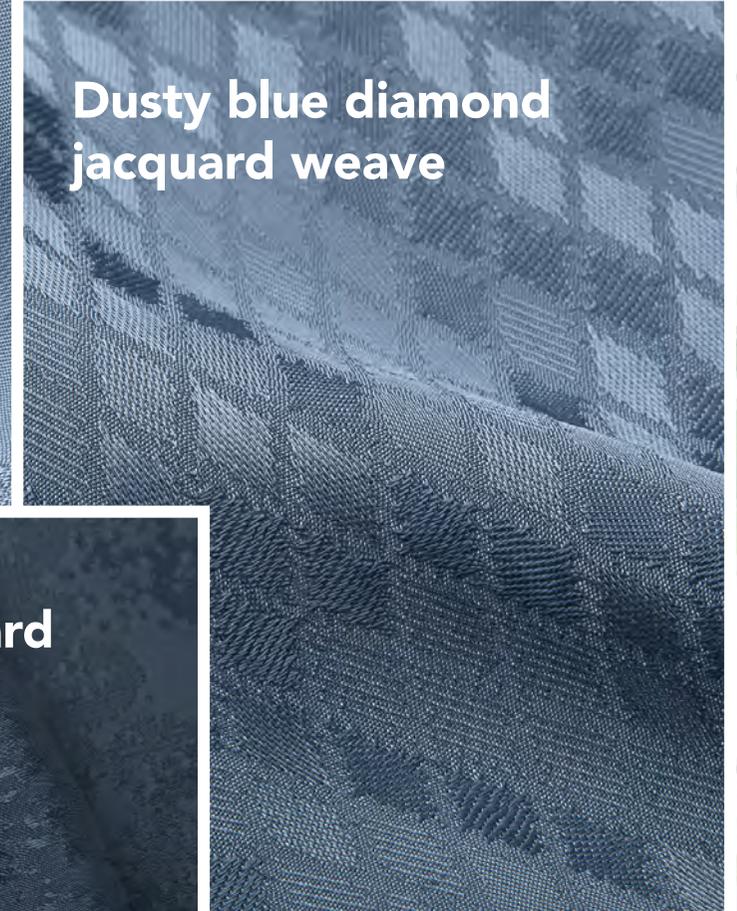


Midnight black jacquard knit

Dusty blue jacquard weave



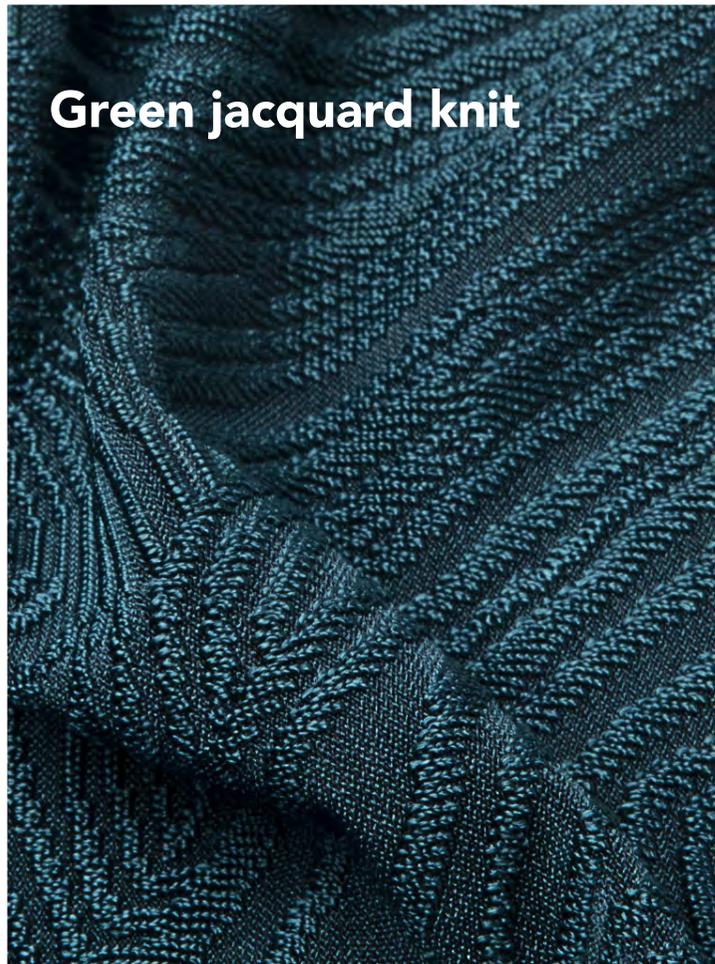
Dusty blue diamond jacquard weave



Dusty blue jacquard weave



Green jacquard knit





Surreality

Digital access has become the thread connecting all aspects of humanity; gaming, virtual happy hours, avatar dressing, binge watching, TikTok , etc., have become our escape from the stress of COVID life

The rise of AR/VR and AI technology provide relief from the ordinary by allowing the creation of supernatural designs

Social-first consumers are quickly acclimating to custom avatar dressing, 360-degree try-on technology, and haptics, allowing them to experience fabrics and garments in new ways

Prints lean towards sci-fi fantasy palettes, futuristic landscapes, astrological, and geo patterns

13-0650 TCX

17-1350 TCX

19-2434 TCX

19-4526 TCX

17-1417 TCX

16-4719 TCX

18-1445 TCX

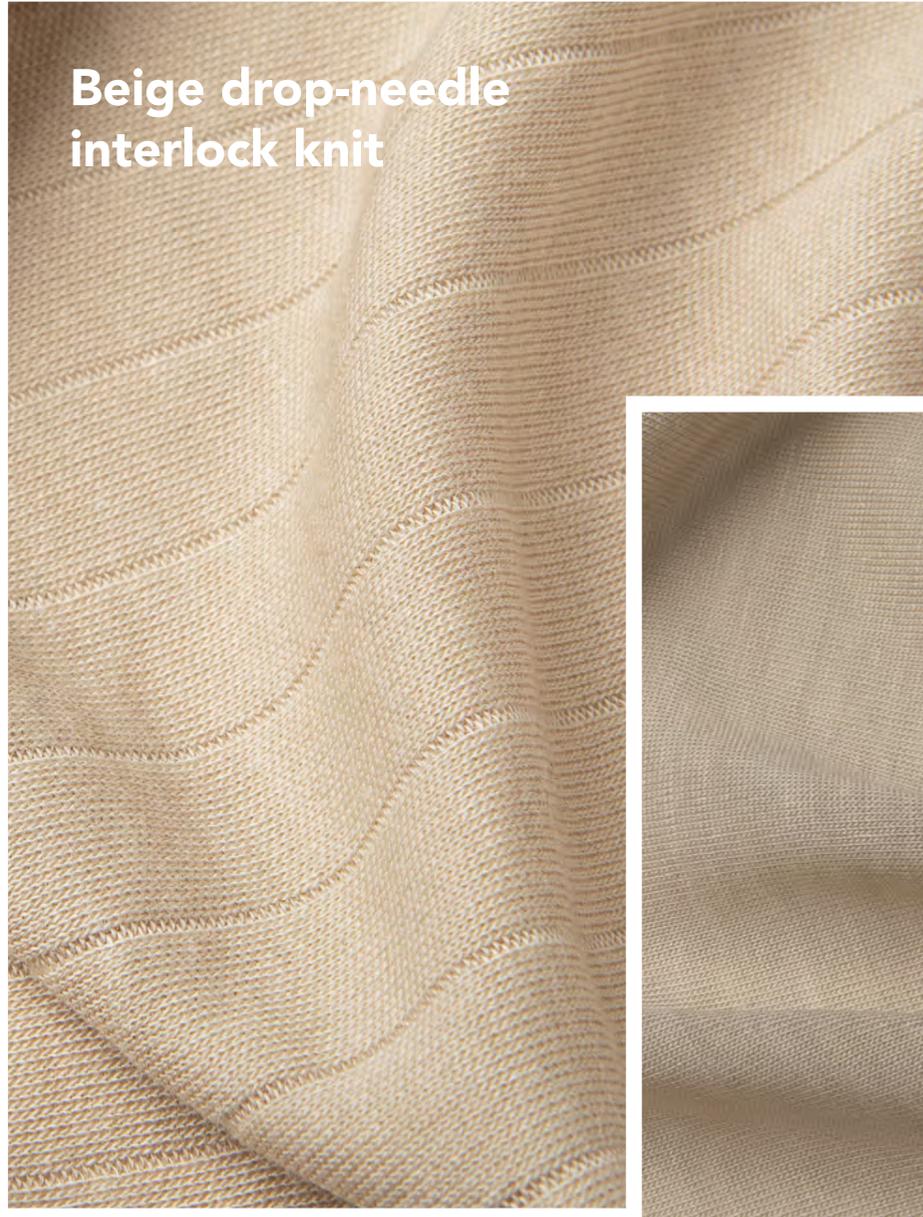
17-3615 TCX

13-4201 TCX

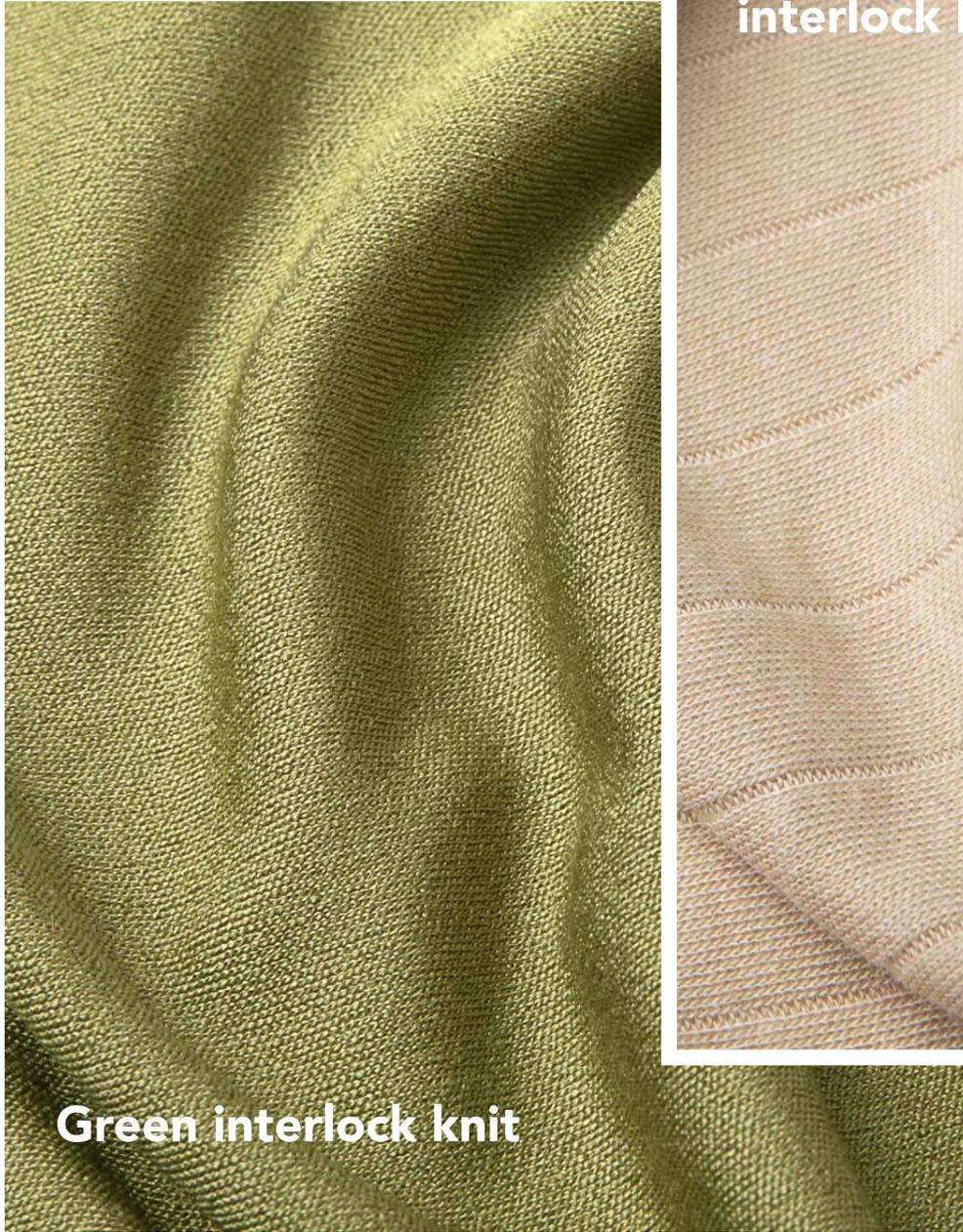


Adore your core

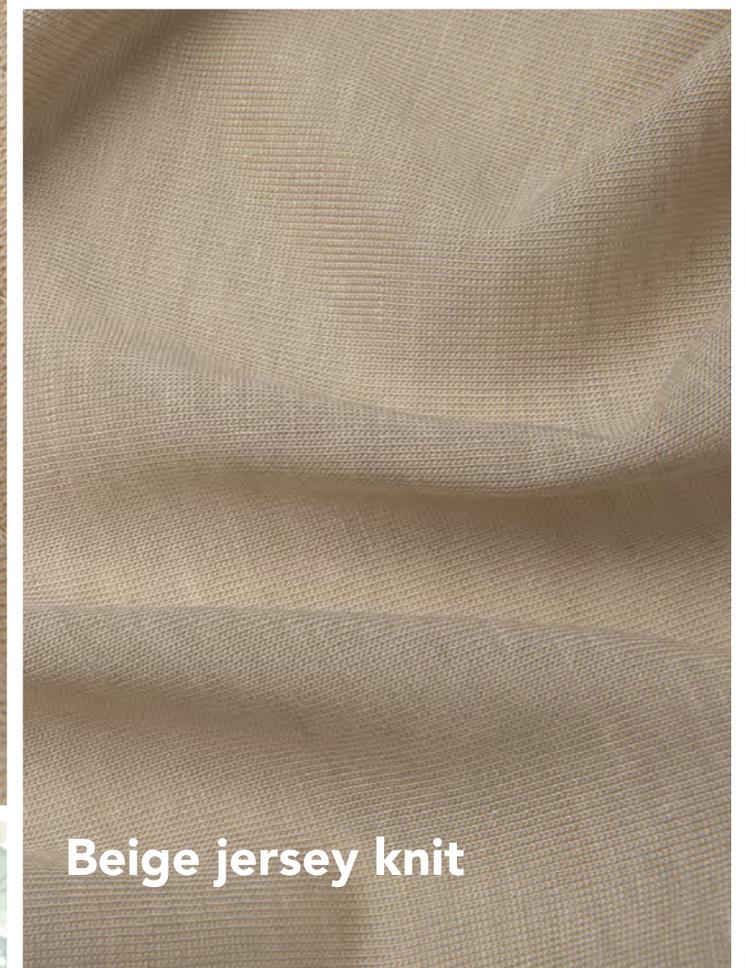
**Beige drop-needle
interlock knit**



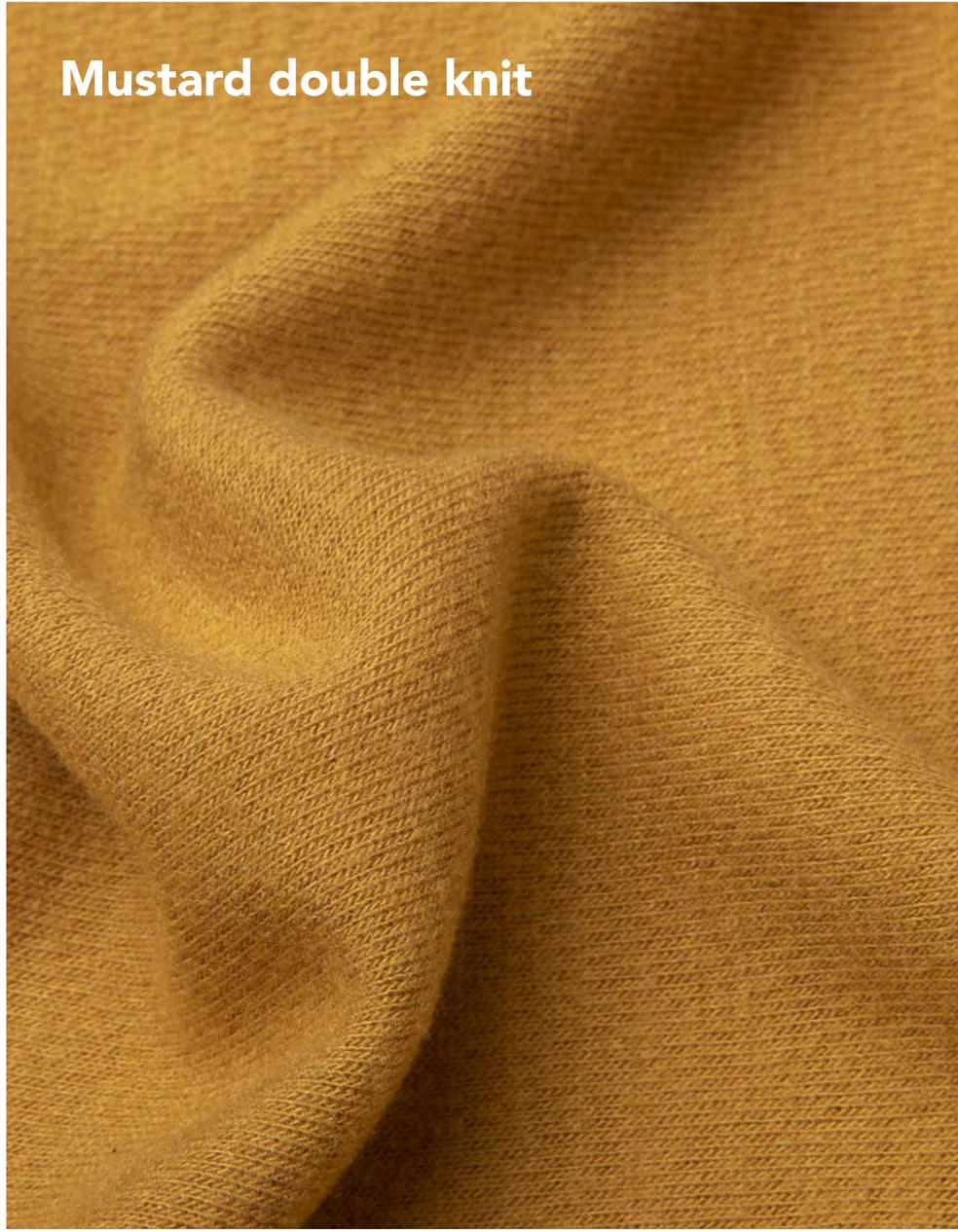
Green interlock knit



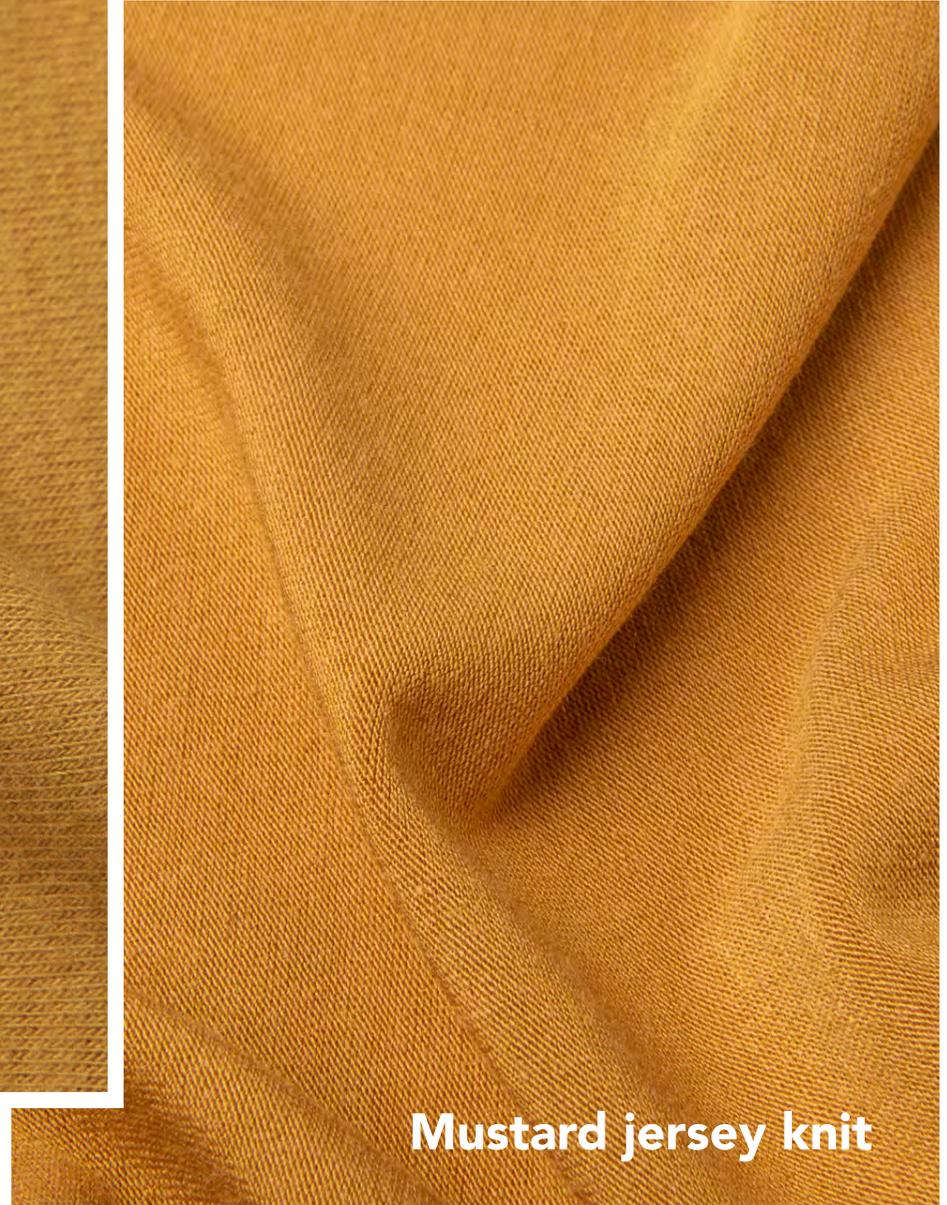
Beige jersey knit



Mustard double knit



Mustard jersey knit





Adore your core

Sustainable fibers form the basis for seasonless core fabrics, appealing to educated consumers

Versatile, multipurpose fabrics that can be stocked and pulled for printing or solid garment design

Timeless, breathable fabrics for multi-climate buyers who want to buy less/buy better

Prints here are subtle, tonal, and shadowy, allowing the fabric to be the focus

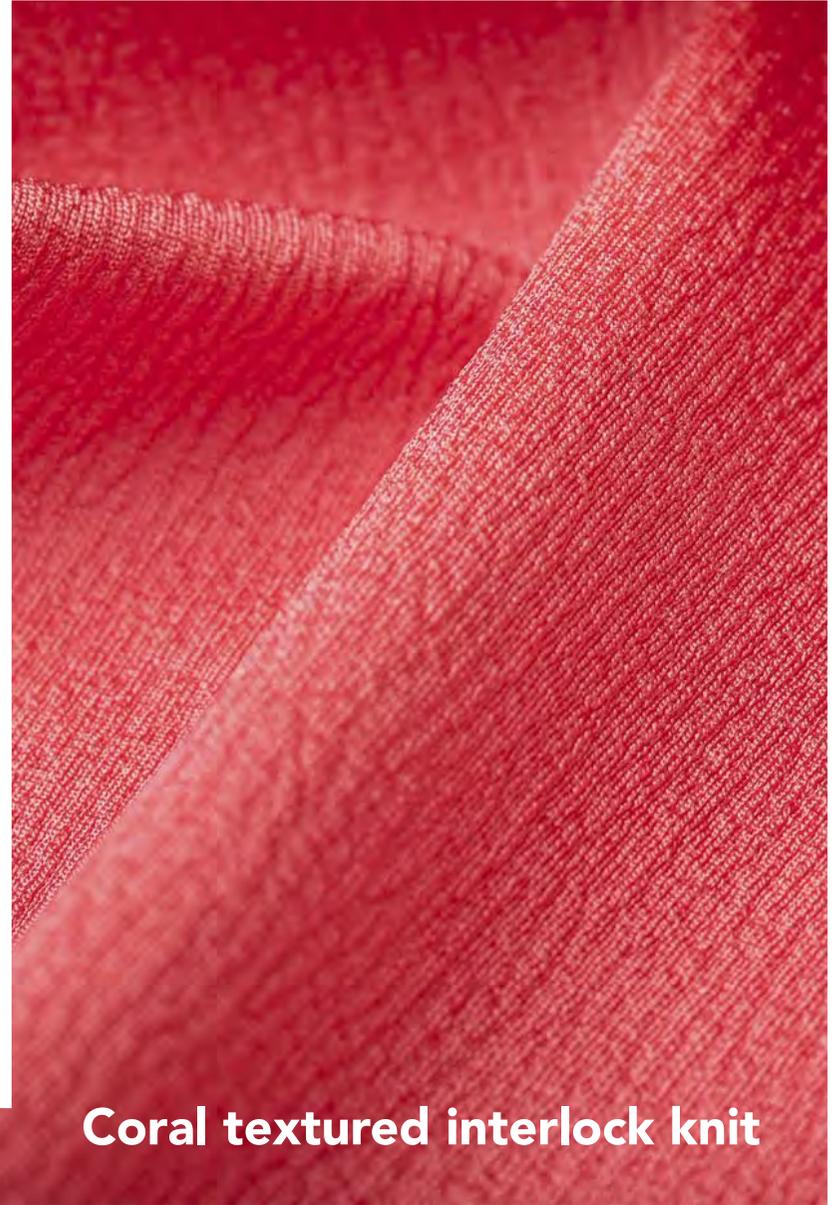




Paired down



White jacquard weave



Coral textured interlock knit



Paired down

Wardrobe philanthropy trend inspires sustainable shoppers to buy less and consider garments' usage at the end of life before purchasing

Collaborative pairings between supply-chain partners can entice buyers with enhanced attributes in fabric and garments

Minimalist styles for those working from home translate into matched sets, jumpsuits, and all-over knit dressing that requires less decision making

Textured for comfort, lofty fabrics make for an easy fit and styles to mix and match

13-0650 TCX

13-0746 TCX

19-1652 TCX

19-2434 TCX

17-2520 TCX

18-4034 TCX

13-4110 TCX

18-1536 TCX

15-1058 TCX

NAIA™ SPRING/SUMMER 2022 COLOR PALETTE





NAIA™ IS THE BEST SUSTAINABLE CHOICE FOR WOMENSWEAR FABRICS.

Touch, feel, and see the Naia™ sustainable difference. To request samples, contact your Eastman representative or visit Naia.Eastman.com.

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 Eastman Naia™

 [eastman_naia](https://www.instagram.com/eastman_naia)

 EastmanNaia

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The results of **insight™**

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