

Fashion from nature — Eastman™ acetate yarn

The natural choice

The brand owner who chooses garments made of acetate yarn can feel secure that the brand will not be rejected because consumer expectations are not met. Consumers value the fact that they don't have to sacrifice the environment for comfort or vice versa when selecting clothing made of Eastman Estron™ acetate yarn.

By specifying garments made of acetate yarn, the brand owner is making the natural choice — peace of mind that their brand will not hurt the environment. The primary raw material of Eastman™ acetate yarn is wood pulp — a natural, renewable and sustainable resource. Eastman buys this raw material exclusively from producers who carefully manage their renewable forests.

Eastman™ acetate yarn — the natural fiber of choice for the ENVIRONMENT

More than ever, consumers are searching for garment brands that are friendly to the environment. Unlike polyester, acetate is made from replenishable forests. Eco-sensitive customers will not only be in fashion but also more comfortable in garments of acetate fabrics. They will feel good about wearing a brand of clothing made from a plentiful renewable resource. Also, acetate has been shown to be biodegradable through composting in 3 to 6 months' time (Ref 1–5) and through soil top degradation within one year (Ref 6–7).

Eastman™ acetate yarn — the natural fiber of choice for COMFORT

The brand that meets the consumer's expectations in comfort ultimately becomes the consumer's brand of choice. There is more than meets the eye when comparing acetate fabric to polyester fabric.

Although the two fabrics may look similar, garments made of or lined with acetate fabric are considerably more comfortable than those made of polyester. Customers describe clothing made with lining of acetate fabric as comfortable, soft, supple, body conforming and drapable. In a scientific study, participants rated the acetate linings significantly less sticky, clammy, damp and more absorbent than polyester linings (Ref 8).

Eastman Estron™ acetate yarn has received certification by Oeko-Tex as meeting the company's stringent Standard 100, product class II for human-ecological requirements for products with direct contact to skin (Ref 9).



How do lining fabrics of Eastman™ acetate yarn compare to fabrics of polyester?

Characteristics	Eastman™ acetate yarn	Polyester
Comfortable	Yes	No
Eco-friendly	Yes	No
Elegantly drapable	Yes	No
Absorbent	Yes	No
Hypoallergenic	Yes	Yes
Biodegradable	Yes	No
Brightly colored	Yes	No
Dimensionally stable	Yes	Yes

Experience makes all the difference

For more than 75 years, Eastman has been manufacturing acetate yarn for some of the world's best known designers. Eastman produces more than 300 different types of Estron™ acetate yarn and Chromspun™ colored acetate yarn that deliver a fresh look and rich aesthetics for the discerning fabric and garment designers.

All of these things and more are what makes Eastman acetate yarn the material of choice for designers and brand owners alike. Acetate yarn offers the qualities needed to stand out in today's competitive, high-fashion industry — sustainability, style, comfort and durability without sacrificing brand appeal.

References

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9. Oeko-Tex Certification has been granted for Eastman Estron™ Brite, Estron™ Dull, and Chromspun™ Black in both straight oil and emulsion finishes.



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