

naia™ from Eastman

Cozy comfort made for life's endless possibilities

Naia™ staple fiber for fleece applications

Take fleece to the next level with Eastman Naia™ staple fiber. When blended with natural fibers like cotton or synthetic fibers like polyester, this fiber helps create cozy hoodies, crewneck sweatshirts, quarter zips and mock-neck styles. Naia™ offers comfort that's suited for layering and a range of seasonal and lifestyle needs.

Enduring texture
Reduced pilling for a smoother surface and appearance

Next-to-skin comfort
Enhanced softness that lasts wash after wash

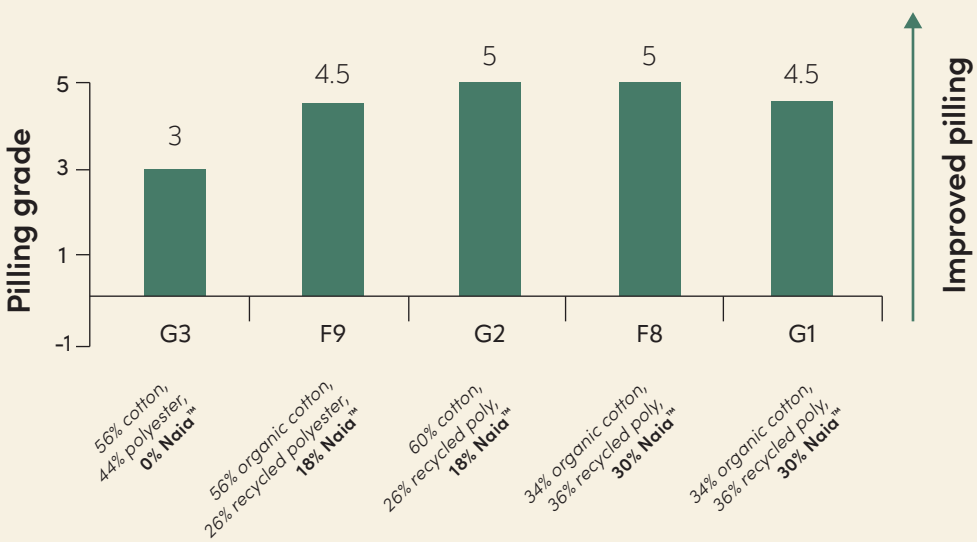
On-the-go freedom
Breathable layers that can maintain and release heat

Daily versatility
Layering options for various seasons and occasions

Create blends that last.

Through repeated wear and laundering, Naia™ maintains its softness in fleece applications — keeping skin comfortable. Naia™ fibers also offer reduced pilling for a smoother surface and appearance. Third-party test results show blends with higher levels of Naia™ fiber create stronger pilling resistance (per ASTM D3512 test methods).

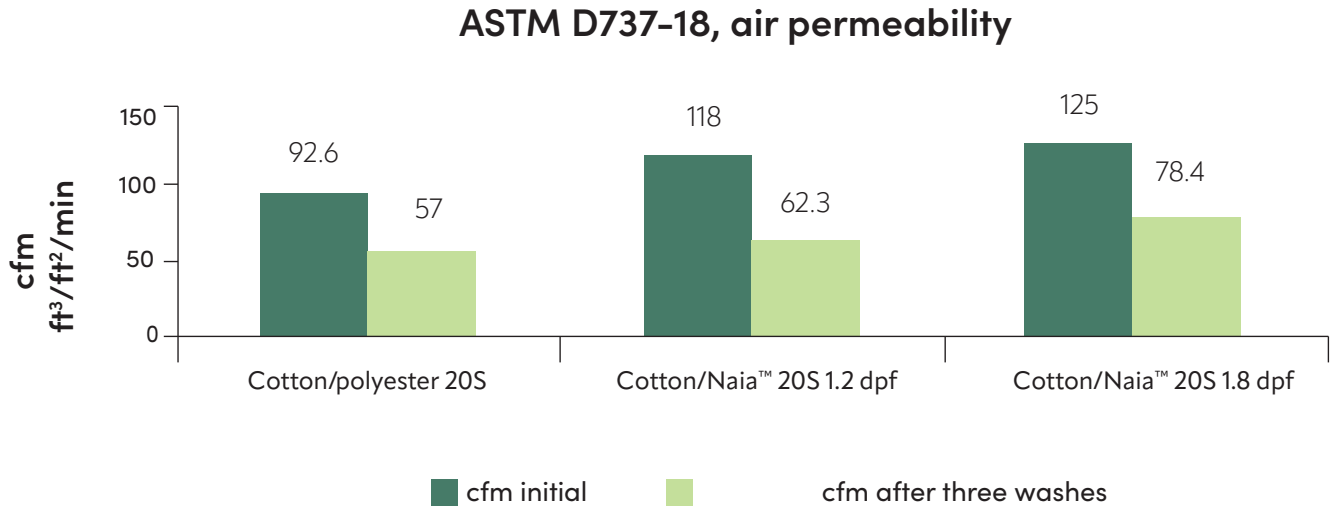
Random tumble pilling resistance
ASTM D3512, Surface after 30 minutes





Experience all-day comfort.

Heavier garments need better airflow, and Naia™ fiber maintains superior breathability through repeated laundering. In fleece applications, this allows blends to maintain breathability while also releasing heat when needed.



Endless possibilities

The versatility of Naia™ perfectly adapts to different seasons and occasions. It blends with natural fibers like cotton and synthetic fibers like polyester, making it an excellent addition to fleece garments and layering clothing.







Sustainable style, your way

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