

Fashion season Fall/Winter 2011/2012

High tech for high fashion

Leverkusen – The German specialty chemicals group LANXESS is one of the leading manufacturers of leather chemicals worldwide. Under <http://lanxessleather.com>, the company is now offering a sneak preview of the leather trends for Fall/Winter 2011/2012.

The new leather collection was revealed for the first time at this year's Material Preview in Italy. The two shows, organized by the European Fashion Design Center (EFD), were held in Florence and Milan in June. The exhibits on display certainly caught the attention of the trade experts. According to Bianca Versteegen, Global Product Management Finishing in the Leather business unit, the presentation was an all-round success: "Some well-known tanneries and designers expressed interest in the unusual leathers at the LANXESS stand, especially the snakeskin-look patent leathers produced with our Baygen system and a gray, cracked-look goatskin leather made with products from our X-tra range and Levaderm dyestuffs."

LANXESS' leather samples, which are produced in the Tuscan town of Santa Croce sull'Arno in Italy, reflects the future trends in leather fashion in its appearance, feel and overall impression. Giorgio Giraud, head of the Competence Center Italian Innovation, presents the leather trends to customers worldwide. "Our leather technologists provide tanneries with the relevant formulations and practical advice on processing so that they can realize every trend in good time."

The trends that have been announced for Fall/Winter 2011/2012 are:

Eco Tech – Eco Design

This trend picks up on the "green" movement. Biological structures and patterns such as skin, enlarged cell structures or wood grains are reproduced using the latest technologies. These organic patterns are

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Page 1 of 3

contrasted with steel or aluminum applications. Natural shades such as beige, coffee and green are combined with orange or enhanced with silver accents.

Steampunk SCI-FI

This trend is inspired by the science fiction movement and in particular the London scene. This manifests itself in eccentric outfits reminiscent of Victorian London. The standard materials of the English Industrial Revolution – iron, steel, wood, glass and leather – in all their diversity play a major role. The focus is on metal-like shades in combination with ebony and antique white.

Volcanic Action

Fascinating volcanic landscapes such as are found in Sicily provide the inspiration for this trend. The surface structure of the materials is made to look like magma flow or lava rock, and the predominant colors – black and red – are also characteristic of volcanic landscapes. These colors are contrasted with baroque patterns with lots of gold. Bright and warm hues like red and forest green are combined with stone shades and golden accents.

Cinematic Mystery

This trend is derived from the early days of contemporary culture – and in particular the early days of modern cinema with its black and white images and gloomy atmosphere. Consequently, it features effects such as lightning flashes and metallic or changeant fabrics. These are teamed with dreamlike, illusory influences to create an almost poetic aestheticism. The predominant colors are plum, blue and red combined with gray and highlighted with pearl effects.

LANXESS is a leading specialty chemicals company with sales of EUR 5.06 billion in 2009 and currently around 14,300 employees in 23 countries. The company is represented at 42 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of plastics, rubber, intermediates and specialty chemicals.

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Page 2 of 3

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Information for editors:

All LANXESS news releases and their accompanying photos can be found at <http://press.lanxess.com>. Recent photos of the Board of Management and other LANXESS image material are available at <http://photos.lanxess.com>. The latest TV footage, audiofiles and podcasts can be found at <http://corporate.lanxess.com/en/media/audio-video/>.

You can find further information concerning LANXESS chemistry in our WebMagazine at <http://webmagazine.lanxess.com>.

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Page 3 of 3