Welcome to the Renew world.

Increasingly, consumers are demanding more sustainable fiber choices. Eastman Naia™ Renew cellulosic fibers allow you to meet these sustainability demands. This is circularity—where resources are not wasted, materials that would otherwise be discarded are reused, and air and water are not polluted. Naia™ Renew is produced with the circular economy in mind, providing you with the highest quality products without compromising your creativity or our planet’s resources.

The best fashion is circular fashion.

Naia™ Renew offers an innovative solution to the fashion industry’s big issues, developing circularity at scale. Produced from 60% sustainably sourced wood pulp and 40% certified* recycled waste plastics, Naia™ Renew creates value from hard-to-recycle materials that would otherwise be destined for landfills.

The closed-loop process used to create Naia™ Renew prioritizes the safe and environmentally sound use of chemicals, ensuring that the products you create are as sustainable as they are stylish. The manufacture of Naia™ Renew also enables a measurably reduced carbon footprint over the fiber’s life cycle, and it is certified biodegradable and compostable, creating the possibility for fabrics to safely return to nature at the end of their usefulness.

Naia™ Renew is a superior choice.

Available as both a filament yarn and a staple fiber, Naia™ Renew offers clear advantages over other fibers.

**Naia™ Renew filament yarn**
- Luxurious appearance
- Utmost comfort
- Incredible ease of care
- Creates fashionable womenswear

**Naia™ Renew staple fiber**
- Inherent softness
- Quick drying
- Reduced pilling
- Creates comfy, casual womenswear

And the best advantage is that with Naia™ Renew, waste is diverted from landfills, our carbon footprint is reduced, and natural resources are preserved, allowing you to create sustainable products with zero trade-offs on quality.

*Naia™ Renew recycled content is achieved by allocation of recycled plastics using an ISCC-certified mass balance process.*
And best of all, it’s all true.

Part of the beauty of Naia™ Renew is that it is a traceable product you can trust. This circular portfolio delivers on Eastman’s commitment to preserving resources for future generations, helping create a world where brands and consumers can be in fashion without compromise.

This is innovation at scale.

Naia™ Renew can be produced at a scale that truly lets you advance a circular economy. And our continued commitment to improve processes and reduce impacts by enhancing fiber performance and renewable benefits will constantly set the standard for sustainable fabrics.

Renew your passion.

With Naia™ Renew, you can do more than create beautiful fashion. You can take an active role in fostering innovation—while demonstrating a passion for sustainability that resonates with consumers worldwide.

Naia™ Renew.
Making sustainable fashion accessible to all.

Contact us today to talk more about how we can collaborate to promote circularity at scale.

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