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**Nylstar® will showcase its latest innovations at Interfilère Paris**

*The company will present its Spring Summer 2016 Trends embraced by the concept  
“We are Soul”*

**BLANES – 4<sup>th</sup> July, 2014** – Nylstar, one of the leading brands of Polyamide 6.6 filaments and yarns and worldwide known for its brand Meryl will be participating at Mode City Paris this weekend, exhibiting Meryl latest innovations under the claim: “We are soul” in the stand 18N, at Interfilère Pavilion.

Interfilère is the best frame to present Meryl’s Spring Summer 2016 Forecast, Yarns and Fabrics, which will explore the new season’s analysis in terms of colors, materials, textiles and print & graphic trends. Nylstar’s staff at the stand will be available to provide visitors first-hand information and answer questions about the company’s newest innovations, such as Meryl Sublime, Meryl Elite or Meryl Hyaluronan, with antiaging properties. Attendees will also have the opportunity to touch fabrics and garments made with Meryl yarns, and feel in person its added value, such as softness, comfort, well-being or easy care, perfect for intimates, swimwear and loungewear. Nylstar will also be present at Interfilère Star Fibers Forum, presenting Meryl Sublime.

Nylstar has put together a place where visitors can experience Meryl craftsmanship and the most innovative production technologies. As a result of this philosophy Nylstar will be presenting its products with the slogan “We Are Soul”.

Meryl is yarn, fashion, tradition, and is in everything that all of us wear; **Meryl is soul.** According to this concept Meryl has created bracelets which will be given away to visitors, encouraging them to get to know Meryl, by visiting the Stand.

Meryl has also made other communication actions highlighting online ones such as the creation of a special minisite for the event: <http://nylstar.com/interfilere.html>.

**PRESS RELEASE**

Moreover, as part of its Growing Together Program, Meryl will also encourage visitors to meet Fabrics Mills using Meryl, as a way of collaboration with all the involved agents of the production chain.

### **Fibers Conference, 11<sup>th</sup> July at 11am**

The objective of Meryl participating in this conference is showing that around Meryl there is a whole world of trends, innovative products and tradition, and also highlight that Meryl Sublime is best for Intimates and Swimwear because of its high quality and very special properties.

Naiara Garcia, Intimates and Swimwear Category Manager at Meryl has stated that "the feedback received about Meryl Sublime among Intimates and Swimwear brands has been very positive. Meryl Sublime is mostly appreciated for its super soft silky touch, one of the many qualities of this performance fiber." Naiara will be presenting Meryl® Sublime at **Interfilière Fibers Conference next 7<sup>th</sup> July at 11 am.**

The future of fabrics is related to new functionalities. Fabrics must not only be light, soft and comfortable but enhance wellbeing and performance. Some of the innovations that will be showcased at Interfilière are:

**Meryl® Sublime** – Meryl Sublime has been made with the smallest filaments in the world that can be as thin as 0.45 Dtex per filament. The key of this fiber is in the design of its spinneret that gives each miniscule fiber its form and its specific performance characteristics and fresh silky touch. Drying this extremely fine fiber requires a delicate process. The work of combining all the variables is still performed largely by hand. Because of its super soft silky touch, Meryl Sublime is perfect either for Intimates, Swimwear or Loungewear.

**Meryl® Hydrogen** – Meryl Hydrogen is a premium microfiber that possesses superb volume and an irresistible peach touch. Thanks to its special production process, it moisturizes your skin. Because its unique softness, hydration and comfort, Meryl Hydrogen is perfect either for the Intimates or for the Sport market.

**Meryl® Satiné** – The special section of Meryl Satiné fibers reflects the light and provides garments with an extraordinary shiny look. Meryl Satiné is a performance

fabric that will quickly dry when wet. Its natural shine will last forever. Meryl Satiné is highly demanded in Intimates, Swimwear and Sport Markets.

**Meryl® Hyaluronan** – This fiber is the result of adding Hyaluronic Acid nanoparticles to Meryl Polyamide 6.6 yarns during the spinning process, changing its molecular composition. Meryl Hyaluronan acts directly on the skin cells, stimulating its own Hyaluronic Acid production and achieving moisturizing, firming and anti-oxidant properties that may vary depending on the fabric construction and composition.

**Meryl® Nateo** – A new step in the search for ultimate comfort. Meryl Nateo fabrics offer great performance such as moisture management, sun protection or comfort fit, all with a natural cotton touch. Specially designed for Swimwear, Intimates and Sport, it provides with fantastic matt colors, unique to the market.

Meryl Nateo & Meryl Sublime are already available in **10 Meryl EcoDye colors**: Nylstar Black, Nylstar White, Nylstar Grey, Ivory, Biscotti, Stock Blue, Rouge Pink, Flame, Camel & Deep Sky Blue.

Meryl will showcase these and other innovations during Interfilère Paris, 5 - 7 July 2014 at Meryl Stand, Pavilion 1, Booth 18N (Paris Expo Porte de Versailles). For more information visit [www.nylstar.com/interfilere.html](http://www.nylstar.com/interfilere.html)

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**ABOUT NYLSTAR** - Almost a century ago, in 1923, on the coast of the Mediterranean Sea, Nylstar was founded. In 1953, Nylstar became the very first and most important producer of Nylon 6.6 in Europe, and has been producing the highest quality yarns from the same site ever since.

More than a brand, Meryl is the result of decades of passion and commitment to the highest standards of materials, craftsmanship and quality.

With annual sales of €65 Million, Nylstar exports 90% of its production, serving customers in more than 40 countries. For more information visit [www.nylstar.com](http://www.nylstar.com)