



US: Levi Strauss Mulls the Use of Crailar Flax

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Jeans giant Levi Strauss & Co is to look at using the new cotton-like flax-based fibre Crailar in its woven casual apparel products, including denim, bottom and top weight fabrics.

The company is working with Crailar's developer, Naturally Advanced Technologies Inc (NAT), to evaluate its potential.

The fibre is produced using a process that bathes the flax in a proprietary enzyme wash to remove the binding agents that contribute to its stiff texture.

The result is a textile fibre that combines the strength and durability of flax with the softness and comfort of cotton. Crailar flax fibres are also said to shrink less than cotton, wick moisture better, and have increased dye uptake - which means they require fewer chemicals to achieve the same depth of colour.

Yarns made from Crailar fibres can be used in knit, woven or non-woven fabrics alone, or blended with other natural fibres.

"We are very excited to be working with a company like Levi's because it aligns with our broad strategic goal of identifying and partnering with the most important brands in categories upon which we believe we can make the greatest impact," said Ken Barker, CEO of NAT.

Last month T-shirt and underwear maker Hanesbrands inked a 10-year deal to use Crailar fibres.

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