



TRANSFORMERS ED BRASIL



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Transformers Foundation Extends Its Educational Programs to Portuguese. The Student and Consumer-Facing Denim Education Series Transformers ED in Collaboration With The LYCRA Company and Covolan Denim.

NEW YORK | May 20, 2021 | Transformers Foundation presents Transformers ED Brazil in collaboration with **The LYCRA Company** and **Covolan Denim**. This next edition of Transformers ED marks the continuation of Transformers Foundation's global expansion with all panels and presentations taking place in Portuguese catered to one of the largest denim hubs in the world, Brazil. The event will be entirely online, free and open to anyone who is interested to join via Zoom on June 1st and 2nd.

Featuring two days of Portuguese content focused on sustainability literacy and the denim supply chain, **Transformers ED Brazil** will host a diverse roster of speakers and panellists catered to support our Brazilian audience.

In its fifth edition, Transformers ED continues to elevate student and consumer education around best practices and innovation through industry veterans and expert speakers. **Transformers Foundation** believes that responsibility and transparency begin by equipping upcoming designers and denim professionals with the tools and knowledge they need before entering the workplace.

This upcoming ED event will cast a light on innovations being created by leading members of the denim community, mini "crash courses" on topics ranging from fiber to denim production, and help students and consumers in Brazil understand the opportunities and areas for improvement.

June 1 panels and presentations will take students and consumers through the Denim supply chain with a focus on fabric production. Topics will range from fibers such as cotton, elastomeric, man made cellulose and bast fibers to innovative dyeing methods from top industry experts in the World.

June 2 panels and presentations will focus on finished made garments including topics ranging from the role of sustainable chemicals, sustainable washing methods, certifications, and the future of responsible Denim in Brazil.

"We are delighted to host the next Transformers ED event in one of the largest denim producing hubs in the world, continuing on our mission to make education available and accessible to all," said Andrew Olah, founder of Transformers Foundation and Kingpins Show. *"The response to*

our global expansion has been extremely inspiring with over 500 students from 31 universities and fashion programs across Europe, Latin America, and the United States, attending to receive a thorough and unvarnished crash course on the state of the denim supply chain.”

A complete program will be available soon. To register for the event, please visit our site [here](#).

Videos from past Transformers ED events are available [here](#).

Speakers include: Júlio Cesar Busato, Abrapa; Andrew Olah, Transformers Foundation; Carlos Cazella, Bann Quimica; Murilo Oliveira, Rudolf-Soft Industria Quimica; Silvana Eva, The LYCRA Company; Fernando Valente Pimentel, Abit; Juliana Jabour, Gilberto Campanatti, Lenzing; Maurizio Morosini, Tonello; Miguel Sanchez, Transformers Foundation; Mariana Santiloni, WGSN; Rodolfo Morais, Neotex; Thaísa Peralta, Hallan Davi, Gileade Guimarães, José Luiz, Covolan Denim; Jaqueline Devegili, Malwee Jeans; Julia Stolfo, Wesleyne Scavacini, Lavanderia John Cler; Mariana Noto, ZDHC;

Press Images Courtesy of Transformers Foundation: [HERE](#)

About Transformers Foundation:

Transformers Foundation is the unified voice representing the denim industry and its ideas for positive change. It was founded to provide a thus-far missing platform to the jeans and denim supply chain and a central point of contact for consumers, brands, NGOs, and media who want to learn more about ethics and sustainable innovation in the industry.

We represent the denim supply chain: from farmers and chemical suppliers to denim mills and jeans factories.

<https://www.transformersfoundation.org/>

Instagram: @transformersfoundation <https://www.instagram.com/transformersfoundation/>

LinkedIn: @Transformers Foundation

<https://www.linkedin.com/company/transformers-foundation/>

About The LYCRA Company:

A The LYCRA Company inova e produz soluções em fibras e tecnologia para as indústrias de vestuário e cuidados pessoais. Sediada em Wilmington, Delaware, a The LYCRA Company é reconhecida mundialmente por seus produtos inovadores, conhecimento técnico e suporte inigualável em marketing, e é proprietária de marcas como LYCRA®, LYCRA HyFit®, LYCRA® T400®, COOLMAX®, THERMOLITE®, ELASSPAN®, SUPPLEX® e TACTEL®. O legado da The LYCRA Company iniciou-se em 1958 com a invenção do fio de elastano original, o fio LYCRA®. Hoje, a empresa está focada em agregar valor aos produtos de seus clientes desenvolvendo inovações para atender às necessidades do consumidor por conforto e durabilidade. Para mais informações, visite www.thelycra.com

Website: www.thelycracompany.com

Instagram: @lycrabrand_br | https://www.instagram.com/lycrabrand_br

LinkedIn: The LYCRA Company Brasil | <https://br.linkedin.com/company/lycraBrasil>

Youtube: LYCRA Brand Brasil

<https://www.youtube.com/channel/UCZfJin2DuRgtyI53pC7rBng/featured>

About COVOLAN:

Founded in 1966, **Covolán Denim**® has transformed itself from spinning and weaving, into a national and international reference in Sustainability. Textile Industry 100% Brazilian. From the year 2000, it dedicated itself to the exclusive production of Denim, with purposes that go beyond what we take from the planet as consumers, but rather how we can create better changes with our products. Sustainability is in the company's DNA.

Their goal is to create a more robust, ethical and responsible Denim ecosystem. Covolan works valiantly on the three pillars of sustainability: social, economic and environmental, being the only textile manufacturer Denim do Brasil that is an associate member of the program **ZDHC**, concerned with meeting the requirements and criteria at world levels to obtain the **OEKO-TEX® STeP**, **OEKO-TEX® STANDARD 100**, **OEKO-TEX® DETOX-TO-ZERO**, **ISO 45001**, **ISO 14001** e **ISO 9001**.

Covolán Denim® takes care of the **ZERO disposal of toxic chemicals**, all the water used in the production process is treated through the modern and new Wastewater Treatment Plant. In addition, the **Bann Premium Zero Aniline* Dye** is used in the 100% collections.

Our responsibility is an effective process, with qualified suppliers, capable team, certifiers organs that obtain the three pillars to deliver the best product to the client.

Website: <https://www.covolán.com.br/>

Instagram: @covolándenim_ https://www.instagram.com/covolándenim_/

LinkedIn: @CovolánDenim <https://www.linkedin.com/company/3496008/admin/>

Youtube: Covolan Denim Oficial

<https://www.youtube.com/channel/UCcMAhYR3BqxxPKfRuQ-85PA>

Press Inquiries:

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