

Sourcing Journal

Tencel Luxe Starred on the Oscars Red Carpet

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"AVATAR" ACTRESS BAILEY BASS WEARS A ZAC POSEN DESIGN MADE WITH LENZING'S TENCEL LUXE FOR THE 2023 OSCARS. [RCGD GLOBAL](#)

Sunday night's [Oscars](#) awards show spotlighted eco-couture with sustainable looks on the red carpet.

[Lenzing's](#) flagship textile brand, [Tencel](#), and [RCGD Global](#) (formerly known as [Red Carpet Green Dress](#)) linked up for the fourth consecutive year to spotlight high-end eco-friendly fashion at the 95th [Academy Awards](#). Adhering to this year's Oscar's sustainable style guide, procured by [RCGD](#), Hollywood starlets Bailey Bass and Chloe East graced the [awards show](#) red carpet with

bespoke sustainable occasion wear made of [Tencel](#) branded fibers and [Tencel Luxe](#) filament yarn.

“This year, we celebrate our fourth endeavor to green up the Oscars red card alongside RCGD Global. As one of the most-watched moments globally, red carpet fashion at the Oscars is often regarded as a benchmark that has the tendency to propel global fashion trends,” [Harold Weghorst](#), global vice president of marketing and branding at [Lenzing](#) AG, said.

“We hope that by giving sustainable materials a greater representation at the Oscars, we can draw attention to the need to lower the environmental impact of the fashion industry,” he added. “As the Tencel brand pursues its goal of achieving net-zero emissions by 2050, we will continue to collaborate with like-minded designers and brands, to encourage and inspire positive change in fashion. We hope that through our collective efforts, we can contribute to the establishment of a [carbon neutral](#) fashion industry in the coming decade.”

This year, two custom-made gowns, created with bespoke fabrics made from Tencel Luxe filament yarn and [Tencel Lyocell](#) fibers, were featured on the Oscars red carpet.



BAILEY BASS AT THE 2023 OSCARS **RCGD GLOBAL**

Bass, a rising star as Tsireya in the blockbuster and Oscar-nominated “Avatar: The Way of Water,” made her Academy Awards debut wearing a custom couture cream color halter gown made locally in New York City by designer [Zac Posen](#). Created using only four cuts of fabric made with 100 percent Tencel Luxe filament yarn from Toyoshima & Co. Ltd. in Japan, the couture piece has an open back with a bias cut and off-the-shoulder cuffed poet sleeves.

“It’s been a true honour [sic] to dress Bailey Bass for her first Oscars in collaboration with RCGD Global and Tencel, who aim to shine a light and celebrate eco-couture on the red carpet,” [Zac Posen](#), founder of the eponymous brand, said. “Bespoke has become the core of my business for the past years, working to create unique pieces of art with true purpose. This very special gown was created using Tencel Luxe filament yarns that are derived from sustainably sourced wood, offering a beautiful draped botanic alternative to silk.”

East, who starred in Steven Spielberg’s Oscar-nominated “The Fablemens,” graced the red carpet in a custom [Monique Lhuillier](#) gown with an elongated velvet bodice that was reimagined and customized from Lhuillier’s Fall 2019 collection with an architectural A-line ball gown skirt, along with a black statement bow with sweeping ties made with Tencel Lyocell fibers.



CHLOE EAST AT THE 2023 OSCARS **RCGD GLOBAL**

“For Chloe East’s Oscars look, I created a dramatic, sculptural modern ballgown using a vintage piece from my collection and reimagining a new skirt design, incorporating sustainable fabrics in the bow detail,” Monique Lhuillier said, founder of the namesake brand, said. “Sustainability is something I am passionate about without compromising on design.”

Leveraging the power of digital innovation for a more sustainable future, this year Tencel and RCGD Global have also joined forces with Web3 innovators Institute of Digital Fashion (IoDF) and [CLO Virtual Fashion](#) to create a bespoke digital version of Zac Posen’s custom couture gown for Bass, spotlighting the role of digital design technologies in addressing the pain points of physical fashion and event dressing, and activating more environmentally conscious practices.

“It is an honor to be part of the Oscars with our long-lasting partner Tencel,” Suzy Amis Cameron, founder of RCGD Global, said. “Oscars Sunday is a very special date for us as we get to spread the word about our mission and work through our amazing ambassadors. Working closely with them, their designer and Tencel allows us to discover what sustainability means to them and how they want to represent the message on the red carpet.”

Derived from sustainable wood sources and produced using eco-responsible production processes, [Tencel Lyocell](#) fibers and Tencel Luxe filament yarn are 100 percent from botanic origin as well as fully biodegradable and compostable. Regarded as an alternative to silk, [Tencel Luxe](#) filament yarn can be woven into a lightweight and luxurious fabric with silky smoothness, liquid-like drape and color vibrancy. Tencel fibers and Tencel Luxe filament yarn are seen as an attractive sustainable alternative for designers and brands without compromising on luxury or quality.

“We are really excited to be at the Oscars with Tencel yet again and show that sustainability and occasion wear go in hand,” said Samata Pattinson, RCGD Global CEO. “It’s great to see sustainability receive more and more visibility at the Academy Awards, which is such a global platform. We hope our accessible and free Sustainable Style Guide will encourage more people to rethink their fashion choices and explore more conscious alternatives.”