

Fruit of the Loom's New Undies Use Lenzing Ecovero

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FRUIT OF THE LOOM RELEASES FRUITFUL THREADS CAPSULE WITH LENZING'S ECOVERO. **COURTESY OF FRUIT OF THE LOOM**

[Fruit of the Loom](#) produced its new men's underwear collection with sustainable fibers from Austrian man-made cellulosic fiber maker [Lenzing](#).

Made from 96 percent [Ecovero](#) viscose fibers derived from certified renewable wood resources, the collection, released under [Fruit of the Loom](#)'s "Fruitful Threads" label, features boxer briefs and trunks in six natural shades. Retailing for \$19.99, the boxers are sold in sets of three. Each boxer brief or trunk features a topside fly and a contour-darted pouch with support taping for comfort, and has gussets for an increased range of motion, along with flat seams across the back panel to minimize irritation.



COURTESY

Fruit of the Loom vice president Angela Dennison said the collection “encapsulates what is important to the brand—delivering affordable quality,” noting that the company wanted to introduce “fresh” staples that will become a permanent part of the line.

“With [Lenzing](#)’s partnership, we designed a new product that offers a more sustainable and accessible option,” she added. The effort is part of the brand’s “Fruitful Futures” commitment to mitigate environmental impact while sourcing more sustainable materials. Fruit of the Loom has also partnered with circular fiber producer [Recover](#) to source recycled cotton for its T-shirts.

Lenzing’s [Ecovero](#) viscose is made from wood harvested from sustainably managed forests. The fiber is EU Ecolabel-certified, generating up to 50 percent lower CO₂ emissions and water impact throughout its manufacturing process compared to generic viscose. The cellulosic fiber is biodegradable in soil, fresh water and marine environments, and is also compostable at home and in industrial facilities. In December, [Lenzing](#) marked the production of 300,000 tons of [Lenzing Ecovero](#) since the brand launched in 2017. It plans to double production capacity this year to meet heightened demand.

BOXERS ARE SOLD IN RECYCLABLE WOOD-BASED PACKAGING. COURTESY

Lenzing business development manager Erica Redd credited Fruit of the Loom’s selection of Ecovero as a preferred fiber in the product line. “I am proud to have worked with an American heritage brand as they enter into the next generation of their sustainable product assortment,” Redd said. “Fruit of the Loom’s drive to provide sustainable products at an affordable price is very impressive and I am looking forward to our continued partnership.”

In addition to being produced with a more sustainable fiber, the line was also developed with recyclable, environmentally preferred, renewable wood packaging. The Fruitful Threads collection is available through fruit.com, Walmart and Amazon.