

From haute couture to protecting lives.

PVC: A MATERIAL OF MANY USES

PVC is a thermoplastic often known in its flexible forms and its colourful applications, such as flooring and decorative wallpaper. Besides some of the most popular heavy duty uses, PVC coated fabrics can be used in a wide range of clothing applications. From firemen's jackets and raincoats to some haute couture fashion, flexible PVC – also known as vinyl – is incredibly versatile in terms of performance and style.

HITTING THE RUNWAY

Due to PVC's highly valued properties, top fashion brands rely on it as it allows them to develop their creativity, whether it's in design, colour or texture. Vinyl made its debut in the world of fashion back in 1964, when French designer Courrèges showcased materials such as metals and plastics, including flexible PVC. Coated fabrics are manufactured by covering a polyester scrim with a plastisol layer, which is made by combining PVC with plasticisers. Once the PVC layer is cured the fabric becomes waterproof, resistant to dirt and extremely durable.

IS VINYL THE NEW “VEGAN LEATHER”?

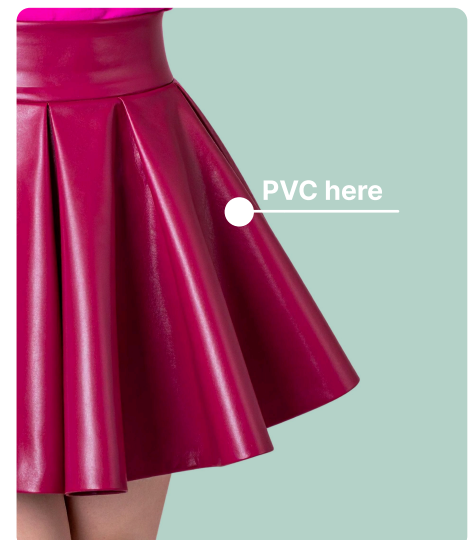
In shoes, bags or jackets, plasticised vinyl provides a great alternative to traditional leather. Artificial or synthetic leather made using vinyl can actually be preferable to natural leather.

WHY CAN VINYL BE PREFERRABLE TO NATURAL LEATHER?

- Animal-friendly & durable
- Waterproof & resistant to warping and cracking
- Maintained and cleaned up with just a damp cloth

Protecting athletes' feet:

- Shock absorbance
- Support, comfort and strength
- Adapt to environments



PROTECTING LIVES

Flexible PVC has long been a go to material for protective clothing, especially for outdoor and harsh weather conditions. Its waterproof surface and strong resistance to dirt, chemicals, UV light and abrasion make it ideal for professional and protective garments. PVC coated textiles that use plasticisers also come in many designs and colours, so performance does not come at the expense of style.

Firefighters' protective gear is one of the clearest examples of these qualities in practice.

Dedicated flexible PVC products **help keep workers safe** by preventing antistatic charges that could ignite flammable vapours in production areas. They can also provide protection against hazardous chemicals.

- PVC head covers resist fluids, and goggles, anti slip boots and face shields offer strong protection because they use heavy duty PVC. The coating is made from high molecular weight PVC resins and specialised plasticisers, applied to protective gear and technical garments to shield workers.
- In short, PVC coated textiles keep workers protected **from head to toe**.

PVC CHARACTERISTICS



Fire-resistant



Heat resistant



Weather & vapour
protection

A FLEXIBLE FUTURE AHEAD

PVC has moved far beyond its origins as a construction material. Its properties make it an adaptable, expressive choice for fashion, giving designers a reliable base for bold and modern pieces. Just like in the 1960s, vinyl fabrics still bring a futuristic edge and now have real potential in the rise of smart and connected clothing. LED lights, sensors and conductive elements are opening a new chapter in wearable technology, and PVC remains one of the materials that can support this shift. It is more than **ready for the runway**.