

**Debut of Sandriver Plant-Dyed Products at Paris Fashion Week  
Environment Protection Trend in Global Fashion Industry Integrating Chinese  
Traditional Technologies**



Given the global climatic anomaly, reduction of biological resources, and destruction of the natural environment, environmental protection has become an international issue. Fashion Industry is always deemed as one of the significant pollution makers, and ranked as the second largest pollution-making industry on the globe, only second to petrochemical industry. Under these circumstances, the concept of environment-friendly and sustainable fashion has attracted more and more attention from fashion manufacturers and designers. Going green and environmental protection has become a new tag of textile industry in China.

As one of the most influential high-end wool textile manufacturers in China, Sandriver now attends the Fashion Week for the sixth time. Besides supply of high-quality and well-designed wool products to consumers, Sandriver always adheres to philosophy of being friendly to nature and environment since foundation, by setting up owned pasture in Alxa, achieving waste-free processing in workshop, developing sustainable development plan for wool products, and establishing Sandriver Charity Fund..., thus winning general reputation around the global fashion industry.



At this fair, Sandriver formally introduces its brand-new plant-dyed (vegetation-dyed) product series prepared for more than two years, which integrates natural and environment-friendly concepts, and will address issues of environment protection and sustainable development in the fashion industry along with fashion manufacturers from all over the world.

Plant-based dyeing is an ancient textile dyeing method originating from China, and is a very typical Chinese traditional process. Also known as "vegetation-based dyeing", plant-based dyeing is a process where juices extracted from pigment-contained plants grown naturally are used to dye textile products, during which no or very a little chemical additive will be used.



Natural plant-based dyeing is very demanding for the products to be dyed, while the top-class wool developed by Sandriver has made this process even more outstanding. Plant-based dyeing process will not damage the oil contained in wool but provide proper protection for wool by preventing the development of worms and mites and making the color of yarn more gentle and more beautiful, so make each product of Sandriver unique and "wool to be passed down."

Concerning environment and human development, plant-based dyeing not only avoids pollution to the environment and damage to human health by chemicals, but also enable sustainable use of natural resources through natural degradation. As for consumers, clothing dyed with juices extracted from native plants, most of which are rare Chinese medicinal herbs, will provide health care for the body by the fighting bacterium, diminishing inflammation and preventing worms and mites. Being dressing in plant-dyed clothing has become a new trend of fashion and proposition of fashion consumption around middle-class consumers in China.

**Attachment - Typical Products**



***Radix isatidis-dyed*** scarf: Dyed with leaves of radix isatidis, this scarf helps to fight bacterium and diminish inflammation on body.



***Madder-dyed*** scarf: Madder is an extremely rare type of plant, and juices extracted only from a small portion of its root grown for as long as three years are used as dye. This scarf has an extremely strong bactericidal effect.



***Wormwood-dyed*** scarf: Scarf dyed with wormwood is not only a mark pursuing good fortune and avoiding disaster, but also capable of protecting body from mosquito and insects.