



October 22, 2020

## **SUM OF THE PARTS Launches Collaboration with Asia Pacific Rayon a**

*SOTP X APR, functional and feminine designs on classic silhouettes*

**Singapore, 22 October 2020** – We are so excited to share that Sum of the Parts (SOTP) and Asia Pacific Rayon (APR) are debuting their very first clothing capsule. This is the first collaboration with a Singapore based fashion brand.

The capsule, I Love Viscose, is the perfect combination of SOTP's love for classic silhouettes with feminine details and APR's 100% natural and biodegradable viscose as the ideal base fabric.

The capsule is inspired by SOTP Designer's unique trade background as an occasion / evening wear designer, featuring ribbons, ruffles, knots that work double duty as they allow wearers to transform the look of several styles.

The mission at Sum of the Parts (SOTP) is to slow down fashion consciously by:

- Creating pieces that are long lasting in style and quality
- Using and continuously sourcing sustainable fabrics where possible
- Producing in small quantities, enough to meet demand and avoiding potential dead stock



“Viscose begins with trees, they are grown responsibly in certified forest plantations primarily in Indonesia. At APR, we collaborate with brands like SOTP to help them source viscose from our supply chain for them to experience the fabric first hand and make beautiful clothes. Viscose is not synthetic. At APR, our viscose is 100% wood based, a natural and breathable fibre.” said Cherie, Vice President Communications & Sustainability, APR.

Visit [I Love Viscose Capsule](#)

Shop now on [I Love Viscose Collection](#)

Watch here

### **About Asia Pacific Rayon**

Asia Pacific Rayon is the first fully integrated viscose rayon producer in Asia. The factory with 240,000 tonne capacity, located in Pangkalan Kerinci, Riau, uses the latest production technology to produce high-quality rayon to meet textile needs. APR is committed to becoming a leading viscose rayon producer that has the principles of sustainability, transparency and operational efficiency, serves the interests of the community and the country, and provides value to customers. APR is part of the RGE (Royal Golden Eagle) group of resource-based manufacturing companies.

### **Media contact:**

Djarot Handoko

Head of Corporate Communications, Asia Pacific Rayon

[Djarot\\_Handoko@aprayon.com](mailto:Djarot_Handoko@aprayon.com)