

**PRESS RELEASE**

Malmö, Sweden, December 19, 2019

## Japanese Partner Takeo Kikuchi Grows with Polygiene, Global Leader in Stays Fresh Technologies

**The Japanese partner Takeo Kikuchi showed record sales of their new styles of the “FRE-POLO” shirt, Oxford shirts, t-shirts, and trousers, with Polygiene stays fresh technology. The styles ended up being one of the summer season’s main and best-selling items.**

Takeo Kikuchi, one of the leading men’s formal lifestyle wear brands in Japan, is among the Worlds Group’s portfolio of 60 brands. The brand plans to increase the number of styles treated with Polygiene stays fresh technology in the seasons to come. The technology is now integrated in five brands from the World Group and the volumes of are steadily growing each year.

*“Japan is experiencing an important growth this year, which is the result of many years of cooperation with our Japanese partner brands, such as World Group, one of the leading houses of brands in Japan and Asia”, says Peter Sjösten, vice president commercial operations of Polygiene*

Polygiene has a strong focus on the Asian region where Japan led with the highest growth rate in 2018. The Chinese market is equally important, and the company has ambitious growth plans bolstered by the creation of a new subsidiary in Shanghai.

### **About World Group**

Japanese World Group is one of the dominant Asian houses of brands with big scale production capacities. They are represented throughout the Asian market with a total of 60 brands and have thousands of retail stores in Japan and fully owned stores in China, Taiwan, Korea and Thailand, as well as online. The group had a turnover exceeding USD 2 billion in 2018 and is one of the top five fashion groups in Japan.

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### **About Polygiene**

As the world leader in stays fresh and odor control technologies, we want to change the way we view clothes - from fast consumables to durables. We treat clothes, home products and textiles to help people stay fresh, wash less and let clothes and products live longer. Over 140 global premium brands have chosen to use the Polygiene brand with their products. Polygiene is listed on Nasdaq First North Growth Market in Stockholm, Sweden.