

**PRESS RELEASE**

Malmö, Sweden, February 25, 2021

## **MOS MOSH and Polygiene crush competition with the perfect men's shirt**

The fashion brand MOS MOSH now launch their new men's line MOS MOSH Gallery by introducing shirts and tees for modern men on the go. Their spring collection 2021 is available now and these well-tailored styles have the added value of the Stays Fresh technologies Polygiene OdorCrunch and BioStatic. By taking the functionalities that work well in athletic wear and mix it with fashion, the result is a shirt without odor that stays fresh even after a long day at work.



“This is a great example of a brand with the same sustainable vision to change the view on garments from consumables to durables, as ourselves. They see the added value in our technologies, and the potential for increased interest and sales among their target group. Mos Mosh is also among the early adapters using our two functionalities, taking care of odor causing microbes as well as odors from the body and the surroundings. The men's wear of the brand has just gotten out of the starting blocks, but we see a big potential going forward and are really happy to team up with them”, says Ulrika Björk, CEO Polygiene.



“We chose to work with Polygiene because their Stays Fresh technologies actually solve a problem for the active man. We also find it very interesting to combine fashion and technology and actually make garments that are meant for everyday wear while still being classy. Most of us know the feeling of a sweaty shirt at the end of a long day at work. Removing the odor makes your shirt staying fresh all day – it makes you feel both comfortable and confident. MOS MOSH Gallery combines technology, top-class fabric and classy design - the outcome is probably the best shirts you find in the market. The ‘wear more, wash less’ is so easy to understand and truly the essence of what makes the products amazing”, says Mads Gyldendal Fogh, designer at MOS MOSH Gallery.

[For more information](#)

MOS MOSH, founded in 2010 by Kim Hyldahl, specializes in high-end jeans and tailoring wear for women and the men’s wear was introduced in 2020. Its recipe for success is a combination of premium quality and an excellent fit with tasteful details making the jeans and pants stand out from the crowd. Today, the company has extensive geographical coverage in Europe, with Germany being its largest market.

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#### **About Polygiene**

As the world leader in stays fresh technologies, we want to change the way we view products – from fast consumables to durables. We treat clothes, accessories, home products, and textiles to help people stay fresh, wash less and let clothes and products live longer. Over 200 global premium brands have chosen to use the Polygiene brand with their products. With the wholly owned subsidiary Addmaster Holdings Limited, we now have the possibility to offer solutions for both soft and hard surfaces. Polygiene is listed on Nasdaq First North Growth Market in Stockholm, Sweden. For more information: [www.polygiene.com](http://www.polygiene.com).

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