

PRESS RELEASE

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Polygiene fills up with Diesel, unique deal with five collections plus the sportswear

Diesel Sports is working with Polygiene from SS21 with Stays Fresh for the majority of their collection, and for some products also with ViralOff. Diesel Jeans have signed a contract with us to work on ViralOff in unique combination with Odor Crunch for SS21 exclusively in several collections. The initial cooperation is for a minimum of five collections.



Diesel is a fashion powerhouse, famous for denim and cutting-edge urban clothing, and since their start 40 years ago, Diesel has expanded from a jeans specialist label to a broader, wide-ranging lifestyle brand. Now they make products over the entire lifestyle spectrum; from kid's apparel, over fragrances, watches and jewelry, eyewear, to furniture. Diesel is today part of the OTB (Only The Brave) group, with an annual turnover of EUR 1.5 Billion.

The ViralOff treatment reduces viruses on the textiles, which also means they need to be washed less frequently. This in turn makes the clothes live longer. Skipping every other wash on a pair of jeans will reduce its environmental footprint decisively. The addition of Odor Crunch in the denim will also make them protected from surrounding odors. The result? The perfect jeans – no smell and no washing needed.



As founder of Diesel Renzo Rosso said in Vogue a few weeks ago, *“making the sustainable process happen will become one of our greatest commitments going forward; we want to become a company with the best sustainable practices: real, certified, and honest.”*

Arguably the only brand in fashion that made a journey from casual to luxury, Diesel has always been at the forefront both with products, technologies, and brand communications.

“Just like Polygiene, Diesel is a brand driven company. We share the idea that you make something great and then turn it into an even more fantastic brand. This feels like a perfect match”, says Ulrika Björk, CEO of Polygiene.

About Diesel

For the past 40 years, Diesel has been a leading pioneer in denim, and casual fashion, moving outside and ahead of trends in its industry, spearheading the world of premium casualwear, and becoming a true alternative to traditional luxury. Diesel stands for passion, individuality and self-expression. Throughout the years, Diesel has perfected the art of next-level denim with products master-crafted by denim experts with an eye for experimentation and who excel in design, construction and treatments. Today, Diesel applies its expertise and profound love for research to many different categories, creating a real lifestyle offer. The range of complimentary items includes kid’s apparel, fragrances, watches and jewelry, eyewear, furniture, in partnership with leading licensing players.

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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. For more information: www.polygiene.com.

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