

PRESS RELEASE

Malmö, Sweden, April 17, 2019

Polygiene in Professional Womenswear from Innovative North American Brand M.M.LaFleur

This high-end brand provides clothing and personal styling for busy professional women in a new and innovative way.

"At M.M.LaFleur, our mission is to make life easier for professional women by providing them with polished-but-practical workwear options. By partnering with Polygiene and incorporating their anti-odor finish, we're essentially giving working women the benefits of activewear - they can hustle on their commutes and sit through long meetings without having to worry about smelly garments. The fact that the treatment process is sustainable and environmentally friendly is also incredibly important to us", says Audrey O'Brien, Director of Fabric R&D at M.M.LaFleur.



The New York based company started in 2013 and offers products made from high-quality, easy-care materials which means machine-washable and wrinkle-resistant fabrics. With Polygiene, the number of washes can even be reduced, which in turn makes the garment last longer and reduces the environmental impact. M.M.LaFleur offers personalized, styling services at showrooms and pop-ups across the U.S. and online styling via their Bento Box program. A number of pieces in their spring collection have Polygiene Stays Fresh technology.

<https://mmlafleur.com/shop/catalogsearch/result?q=polygiene>

"It's great to get this brand onboard and I am impressed by their business model that takes women's fashion wear to the next level. Being in their target group, I really appreciate their set-up. It is a very important step for us into the fashion and lifestyle market in the US. A segment that represents a big potential for Polygiene", notes Ulrika Björk CEO of Polygiene.



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About Polygiene

Polygiene is the world-leading provider of odor control technology and Stays Fresh solutions for clothing, sports equipment, lifestyle, textiles and other materials to help people stay fresh and confident. Polygiene brings the Scandinavian values of quality and care for the environment to life through its products and services. More than 140 global premium brands have chosen to use Polygiene Stays Fresh Technology in their products. Polygiene was established in 2006 and is listed on Nasdaq First North in Stockholm, Sweden. Erik Penser Bank AB acts as its Certified Adviser, phone: +46 8 463 83 00, e-mail: certifiedadviser@penser.se