

**PRESS RELEASE**

Malmö, Sweden, May 4, 2021

## **Nine West and Polygiene apparel sold out in successful Korean Hyundai Home Shopping campaign**

The new Polygiene partner Nine West Apparel recently launched a collection of New York Lounge Wear with Polygiene Stays Fresh technology broadcasted by Hyundai Home Shopping in Korea. The successful collection sold out quickly and a new collection is planned for the fall and winter season 2021.



Image©: Nine West Apparel

The global fashion brand Nine West recently launched apparel for the first time in Korea. The lounge wear collection with women and men styles was introduced in collaboration with Luna, a well-known member of the Korean group FX as their muse, presenting an urban style of commuter loungewear. Nine West Apparel was founded in New York in the eighties and is today owned by Authentic Brands Group. The Nine West brand is sold under license in Korea.

“We are looking forward to develop the partnership with this renowned fashion brand and see a big potential for the coming seasons. We have seen a strong growth in Korea and Asia in general and see that it is starting to recover after this turbulent time. The wash less message for longer lasting products and less waste is as relevant and important as ever”, says Ulrika Björk CEO Polygiene.

"The Nine West clothing collection, which started in New York in the eighties and has grown up with fashion around the world for nearly half a century, has finally been introduced to Korea for the first time. I wish you good luck and hope you will be the first to experience the urban look that transcends space and time", said Andy Lew International director of Authentic Brands Group and Nine West Apparel.

See the Nine West Hyundai Home Shopping TV [here](#)

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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).