

**PRESS RELEASE**

Malmö, Sweden, September 2, 2019

## **Polygiene Stays Fresh Technology Introduced in TOMMY HILFIGER Collection**

**Polygiene announces its partnership with one of the world's leading designer lifestyle brands Tommy Hilfiger, which is owned by PVH Corp. Polygiene® Stays Fresh Technology will be introduced in Spring 2020 TOMMY SPORT men's and women's tops, shorts and tank tops.**

*"We are proud to partner with Tommy Hilfiger, one of the world's leading designer lifestyle brands," says Ulrika Björk, CEO, Polygiene. "Polygiene addresses the need for sustainably minded fashion."*

Polygiene® Stays Fresh Technology features an odor-control fabric treatment that inhibit the growth of odor-causing bacteria. This lets people wear clothing more and wash it less, which contributes to savings in water, energy, time and money.

*"Our partnership with Tommy Hilfiger is based on shared values—innovation, sustainability, and care for the planet's resources", Björk adds. "Polygiene has been focused on redefining functionality in apparel, footwear and home textiles, making it easier for consumers to take responsibility for the environment."*

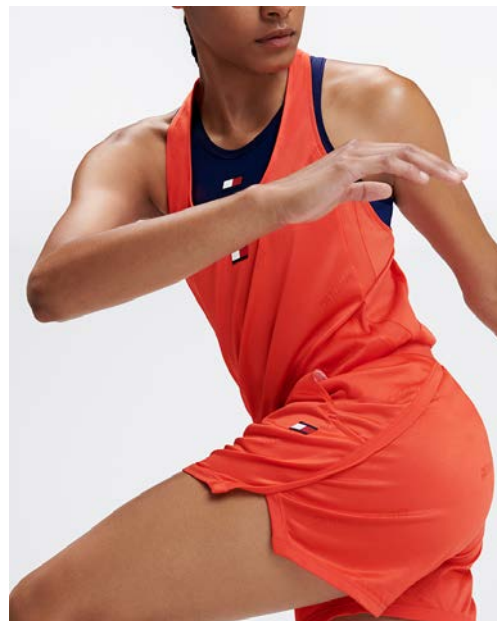
Polygiene will prolong the lifetime of garments, saving water by eliminating the need for excessive washing, while the prevention of bacterial growth will stop the premature break down of the fabric.

**To read more:**

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TOMMY HILFIGER



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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.