



PRESS RELEASE

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The new normal in fashion?

Manila-based contemporary womenswear fashion label, YOYA, has partnered with Swedish garment technology firm, Polygiene for the launch of a ViralOff® collection to create protective wear as part of the local brand's commitment to progressive fashion solutions.



A first in the Philippines, the entire capsule collection of protective clothing, dubbed “Armoured Awakenings,” has been carefully treated with Polygiene’s ViralOff antimicrobial finish that reduces viruses by 99%* in two hours. Not only does this textile technology protect against pathogens, it also helps to extend the life cycle of the garment, due to the possibility to wash less - making each piece a more sustainable purchase.

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“Partnering with Polygiene is a landmark milestone for YOYA as a brand. This demonstrates our commitment to fashion solutions that elevate our products to higher global standards of quality and performance thus empowering each woman who buys our clothes. Like a suit of armor, our pieces will protect you, and offer meaningful value in uncertain times”, shares Yoya Gueco, President and Creative Director of Modahaus, Inc., the company behind YOYA.

As YOYA was planning how to pivot the business during the pandemic, they discovered the Swedish textile technology firm and reached out to them for a possible collaboration in the

Philippines. Polygiene’s expertise in protective textile technology runs deep as it once started in the care segment during the fight against SARS in 2004. Thanks to their background and experience, they were able to go through the necessary techniques, skills, methods, and processes needed to develop ViralOff and make it available now as the world is in the middle of the COVID-19 pandemic.

“We are always excited when our treatments add value to up-and-coming brands with a strong DNA. ViralOff is the answer to an acute situation, but it will also be a more long-term solution that enhances the hygiene and sustainability factors on a number of products even when the Covid-19 pandemic has settled down. There are strong indications that antimicrobial wear will be the new normal in numerous applications, going forward”, said Ulrika Björk, CEO of Polygiene.

“No matter how bleak some days feel, I strive to create and be inspired during these times. It is our ability to bloom where we are planted that gives us hope. We will still be dreamers in a pragmatic world and thrive”, said Yoya, feeling optimistic in the future of fashion postpandemic.

In its signature low-key approach, YOYA has captured the eye of the country’s most stylish and most accomplished women. Barely 2 years old, they have already amassed a cult following from the Philippines’ discerning set and have been known for their private by-appointment trunk-shows where they do exclusive drops for their collection launches. They are also in partnership with premiere retailer, Comme Ci, as well as ramping up their e-commerce platform at shopyoya.com to cater to a global clientele.

For more information: www.shopyoya.com, www.facebook.com/shopyoya

*Tested by ISO18184:2019 (SARS-CoV-2, H3N2, H1N1) assuring that treated products live up to a standard of performance. The ingredient chemistry is manufactured in the EU with minimal use of resources following strict environmental regulations.

ViralOff is an antimicrobial treatment added to textiles to protect the treated article itself from contamination and is not intended to cure or prevent diseases.



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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. Erik Penser Bank AB acts as its Certified Adviser. Phone: +46 8- 463 83 00, e-mail: certifiedadviser@penser.se.