

PRESS RELEASE

Malmö, Sweden, 27 September 2018

Untitled, Japanese ladies fashion brand, launch performance business suit with Polygiene Stays Fresh technology

Untitled, one of the brands of the Japanese fashion group World, is launching a business performance suit for ladies.



The performance suit was created to respond to working women's needs for a business suit that is both more comfortable and more functional. In addition to Polygiene Stays Fresh technology, the suit is made of 360 degree stretch material and machine washable. The launch activities include an event – where the suit treated with Polygiene is put to the test.

The event, Omotesando Suit Run Event, is taking place Sept 29 in Tokyo. Around 50 women will run along the main street of Omotesando, a luxury fashion hub of Tokyo, while wearing the newly launched performance suit to showcase its functionality. The event will be covered on social media by influencers and general participants running in the suit.

Untitled has been using Polygiene Stays Fresh Technology since 2011 and volumes have increased every year.

Untitled website: <https://store.world.co.jp/s/brand/untitled/feature/fps02/>

Campaign film Suit Run Event: <https://store.world.co.jp/s/brand/untitled/feature/fps01/>

The World Group website: <http://corp.world.co.jp/english/>

**About UNTITLED**

UNTTLED is a women's work clothing brand by FEELS INTERNATIONAL of World Group, one of the major "houses of brands" in Japan with a total of 60 brands.

For press images and more information, visit ir.polygiene.com or contact:

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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.