

GANT

GANT LAUNCHES ITS NEXT INNOVATION: MACHINE-WASHABLE TAILORING



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GANT is taking the next step in American sportswear innovation. The preppy lifestyle brand is introducing machine-washable tailoring that will save time in everyday life, as well as encouraging a sustainable way of living. The premium tailoring line includes casual blazers and formal suits for both him and her.

GANT's machine-washable tailoring has been created to simplify modern life. Time is always in short supply and busy days can make it a challenge to keep a suit looking flawless. Unlike traditional suits and blazers that require professional cleaning, this new range can be laundered at home. By entirely rethinking, redeveloping and reimagining the materials and construction used, GANT has created a line that supports spontaneous festive gatherings as well as circumventing inconvenient opening hours at the dry cleaners.

"This line was introduced for two reasons," says Matthew Wood, Creative Director at GANT. "First, to be environmentally and economically sustainable as it can be washed at home. And, second, everyone is so busy these days so we wanted to take the dry cleaners task off their To Do lists. This allows them to spend more time with their loved ones in the spirit of togetherness."

This completely new approach to suit construction and component selection are the key elements that enable machine-washable tailoring. The wool blend fabrics, together with special interlinings and strategic stitch details, ensure that these tailored pieces maintain their perfect fit and premium appearance after washing.

To lower environmental footprint, GANT recommends machine washing on a low temperature, gentle wash program, together with eco-labeled washing detergent. When finished, the garments can simply hang-dry and are then ready to use. By caring for the suit in this way, it will serve as a faithful companion for many adventures to come.

The machine-washable line will be available in store and online from September 2018 with prices ranging from €179-399.

For additional information, please contact:
Maria Gunnarsson, Global PR Manager
E-mail: maria.gunnarsson@gant.com
Phone: +46 8 506 760 00