

Summer Shirts In Seersucker By Z3

What is Seersucker?

Invented in India, Seersucker attained a global following, popularly known by its Persian sobriquet, shir o shekar, meaning 'milk and sugar', in reference to its crease-free combination of smooth and rough pinstripes. Easy to care, Seersucker does not need ironing as the puckered look is the special feature of the garment. However, even if the garment is ironed flat, it will regain its wrinkled nature so one can save time and effort and enjoy the puckered feel of the garment.

Why Is It The IDEAL Summer Shirt?

A 100% cotton fabric woven in a way that some threads bunch together giving the fabric a pleasing, puckered appearance thereby creating extra pockets of space, helping to hold it away from the skin for increased air circulation, keeping the wearer unusually cool.

How z3 conserves the environment?

- 92% of the water we use for the manufacturing is recycled
- Zero liquid discharge process ensures we do not pollute the environment
- Our HIGG Index rating in water is amongst the finest in the country
- Heat is extracted while recycling water & used to reduce our carbon footprint To know more click on <https://www.zodiaconline.com/sf/>





The Z3 Seersucker Range:

Available in pastel shades in solids and stripes with short-sleeve shirts, being introduced by z3 for the first time this summer. Prices are Rs 2399/- in solids & 2499/- in stripes. SMS your PIN code to 9223011233 to locate a store near you or shop online on www.zodiaconline.com

By sharing your number, you authorize ZCCL to SMS/call you.

About ZODIAC Clothing Co. Ltd.:

We are a vertically integrated, trans-national that controls the entire clothing chain from design, manufacturing, distribution to retail sales. With a manufacturing base in India & sales offices across India, UK, Germany and USA, ZCCL has almost 2500 people in its fold. The company operates a 5000 sq. ft. Italian inspired design studio at its Mumbai Corporate office which is a LEED Gold certified building.

ZCCL* has 3 premium, menswear brands, each clearly positioned to address a specific target consumer. ZODIAC for the classic yet contemporary male's corporate wardrobe, ZOD! Club Wear for the trendy, fashionable male and Z3 for the man who does not need to wear a tie to work. The brand is retailed across India at premium prices through over 120 company-managed stores and 1200 multi - brand retailers.

