

## D2C INNERWEAR BRAND ALMO LAUNCHED IN INDIA

In the Indian men's innerwear market, comfort is the most oversold yet the least revelled attribute of innerwear. The existing choice of innerwear, for most consumers, is based more on their propensity to pay rather than the product or brand's USP.

Almo Wear was launched in 2020 as an attempt to change this perception by building an innerwear experience. Bringing Italian style & minimalism to the Indian market, Almo Wear puts together timeless designs & innovative fabric. The target customers are those looking for a more aspirational alternative with premium quality & comfort at a reasonable price.



Unlike most competitors in the Premium Digital First segment, Almo Wear offers two different fibre based fabric with unique propositions; GOTS certified Organic Cotton & TENCEL™ Modal Micro.

The Global Organic Textile Standards (GOTS) approved organic cotton range is a sustainable twist on the conventional cotton innerwear. Not only have we ensured that this fabric is softer than conventional cotton, but Organic Cotton production allows for 88% lower water consumption along with a considerable energy-positive impact on the environment. So with Organic Cotton, not only is the consumer provided with a comfortable and hygienic experience, but also with a content conscience.

The second range introduced by Almo Wear has been crafted with Austrian TENCEL™ Modal Micro fibers sourced from European beechwood forests. Born from nature, with an ultra-soft texture, these fibers unveil an unforeseen standard of conscious comfort. Adding to this, the revolutionary Siro Spinning method gives the fibers an additional fineness & makes them lighter. The result is a lush, ultra-soft (3 times softer than cotton), stretchable fabric with higher moisture-wicking capabilities allowing comfort & freshness like never before.

In addition to the individual benefits attributed to the fabrics, Almo Wear has gone a step further to ensure that the innerwear is skin-friendly. They use Swiss Textile Innovator, HEIQ's revolutionary technology to incorporate enhanced odour control and an anti-microbial finish. This makes the products perfect for wearing in the Tropical climate in India.

On one hand, Almo Wear uses the best globally available concepts, designs, fibres, and dyes – the product is 100% crafted in India in a Sedex certified modern sewing factory. In a market of burgeoning competition in the times of digital revolution, Almo Wear is set to make a mark with its customer-centric approach, unique proposition & a vision to build an innerwear experience. The brand plans to introduce prints and other variations in the coming days to provide a complete palette to the Indian discerning consumer. Apart from being available at [www.almowear.com](http://www.almowear.com), Almo Wear range is also available on all major market places with pan India delivery.