New Antifungal And Antibacterial, Bamboo-Made 'Apollo Collection'

XYXX, a homegrown premium men's comfort wear brand launches its new antifungal and antibacterial, bamboo-made 'Apollo Collection'

XYXX, the premium men's comfort wear brand announces its latest innovative collection called "Apollo". Apollo is the new '***Bamboo Collection***', **the brand aims to add a unique dimension to the men's inner-wear market**. With the new range introduced, XYXX intends to provide high quality innerwear which is sweat absorbent, skin sensitive, stylish and comfortable active innerwear for Indian Men!

The products are made from **Bamboo Cotton** which is a silky smooth, lightweight fabric blend that is highly moisture absorbent and cooling one can stay dry and comfortable all day long. It is naturally antibacterial and anti-fungal which prevents odours, rashes and skin irritation so one never has to worry about skin health and overall hygiene.

Commenting on ***Bamboo Collection***, **XYXX's Founder Mr Yogesh Kabra says**, 'Since 2017, with every new line by ***XYXX*** in the market, there **is a strong focus on bringing innovation and disruption to the innerwear category. Our mission is to make men feel comfortable and confident inside out. Our bamboo-made Apollo collection is our next step in that direction.'**

With the in-depth attention to detail, the **collection is introduced in 3 categories - briefs, trunks and vest in the range of bamboo cotton, available in all sizes.** XYXX believes in making luxurious products affordable and accessible for all and they have done it again with their ***bamboo-made Apollo collection***. **The price of the collection ranges from Rs. 700- 1500/- available in the pack of 4-5, and it will be readily available to our consumers on www.xyxxcrew.com as well as all the leading marketplaces like Myntra and Amazon alongside retail stores pan India**.

The Apollo collection has Intelli-fresh which is our proprietary innovation that offers innerwear designed for active lifestyles ensuring dry, fresh, chemical-free, round the clock hygiene and comfort.