Bananain Launches Functional Innerwear with Outlast®

Bananain, a digital-native lifestyle apparel brand from China, has launched a range of high-performance innerwear, with Outlast® acrylic fibre from Thai Acrylic Fibre Co. Ltd. (TAF) – part of Aditya Birla Group.

This product line (series) is for both men and women and is available on most Mainland online sales channels. This product line (series) is made from acrylic fibre with Outlast® PCM technology, which a unique patented thermoregulation technology using phase change materials (PCM) to absorb, store and release heat, thereby continually regulating the skin's microclimate.

Bananain, a purveyor of daily men's and women's necessities, is a label insensitive undergarments brand, which was founded in 2016 by a Shenzhen tech company. It is conceived as "Undergarments without labels" with no skin-scratching labels. With their focus on the undergarments and their evolution of mentality to form the process has led them to receive the comment "this undergarment is as comfortable as it is unworn" from most consumers.

"We are excited to be part of Bananain's innerwear garments. As the thermal wear market is rising drastically in China and thermal innerwear is highly in demand for consumers there, we are glad that Bananain took this opportunity to develop their innerwear products with Outlast® and trust in its revolutionary technology that offers optimal comfort not only in winter but all year round by balancing a constant temperature inside the clothing regardless of the outside temperature to all consumers", said Tuhin Kulshreshtha, Head of Marketing at TAF.