

More Americans Buying Clothes that Go the Extra Mile

(NAPSA)—A recent national survey revealed that 82 percent of Americans want clothing with spill repellency, stain resistance, wrinkle control and moisture management features to fit their busy lives.

Today, high tech features in everyday apparel make spills bead up and roll off clothing, keeping people looking good all day.



Red wine is no match for this cotton dress shirt from Nordstrom and a 100% silk tie from Brooks Brothers, both enhanced with Nano-Tex fabric treatments.

Nano-Tex is a fabric innovations company that makes clothing go the extra mile while keeping it soft and comfortable.

The company utilizes nanotechnology to enhance fabrics and garments with specially designed molecules that are a million times smaller than a grain of sand. These treatments can repel liquids, resist stains, pull moisture from the body and make synthetic fabric look and feel like cotton.

Gap, Brooks Brothers, Nordstrom and other leading brands are betting on this new technology to fuel sales growth in clothing ranging from dress shirts and ties to polo pullovers, jeans, maternity wear and school uniforms.

According to the survey, 27 percent of Americans already own spill and stain resistance pants, shirts, ties and/or suits. Consumers have discovered that high tech treatments make clothing with performance features a perfect fit with today's active lifestyles.