

Discovery of the comfort that has been pursued.

Blocks out UV while maintaining cool and refreshed comfort to the wearer.

Story

The word Agmythe® is a combination of two French words "agreable" meaning "agreeable" or "comfort" and "myth" which means "myth". Not to mention the characteristic of Agmythe®, it also expresses Kuroki's attitude to make continuous pursuit of a new type of denim with utmost comfort that would become a myth, a legend. There are number of features one can enjoy comfort, as well as the new appearance indispensable for fashion. Agmythe® was developed, not only with function or appearance in mind, but also with the essence of comfort in mind. When this denim is given a new life as garments, a myth transforms to a legend.

Fabric

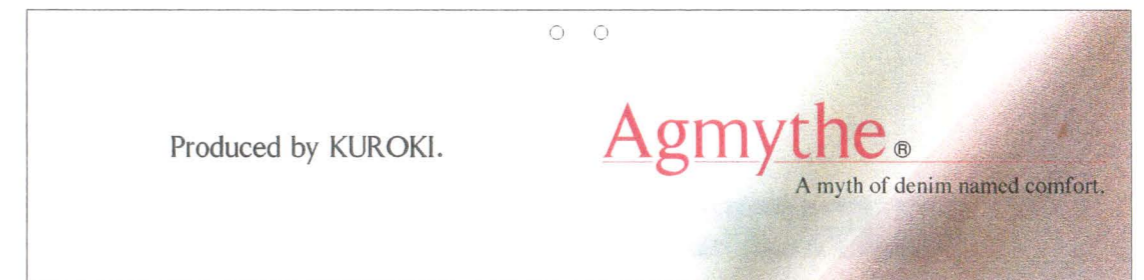
Agmythe® is sensational denim, fabricated by unifying the new fiber (Sunpaque) developed by Asahi Kasei Fibers Corporation with high quality cotton without discordance. Not only does it protect your skin against harmful UV, but it maintains the interior temperature at a comfort level, and has largely improved discoloration and stains from transmittance and sweat. And new powdery feeling, and soft, graceful drape over the body. Maintaining the characteristic of Sunpaque, a new value was added to denim. Kuroki's technical originality, know-how and zeal for steady research can be seen here.

Combination of sunpaque's 4 innovative features.

UV prevention and opaqueness may portray product exclusively for summer use. However, Agmythe® is a high quality product created for year round use. A unification of four functions - ultraviolet ray radiation shield (UV blocking), opaqueness (eye blocking), cooling effect by IR reflection (heat blocking), and new appearance of texture - into one fiber constitutes Sunpaque's innovative feature.

Package

Original paper labels (folded tag) for the products using "Agmythe®" are available to convey the features of this fabric to the consumers. The labels are designed to transmit the product image through photo of the fabric and catch phrase on the cover, and to convey the charm and fine quality of the fabric by explaining its features on the inside. The name "Agmythe®" is designed to highly appeal to the consumers' minds. Please apply as a sales promotion tool for Agmythe®.



"Agmythe®" ORIGINAL LABEL

