



**MEDIA RELEASE – for immediate use**

**February 2009**

## **COMPANY PROFILE**

Silkbody natural silk clothing is a range of functional, luxury clothing for outdoor, everyday and travel wear.

Silkbody helps the wearer maintain a natural balance between the body and the outside world. Silkbody's protein fibres warm naturally to the body's temperature and provide a protective layer, trapping warm air like a fine second skin.

Silkbody is lightweight, moisture-absorbent, fast drying, anti-bacterial, breathable, fire resistant, warm when wet and soft on the skin. When compared to pure merino Silkbody is lighter, softer, faster to dry and just as warm.

With a strong focus on research and development, we have developed a range of fabrics that breathe new life into this ancient and special fibre - silk. The result is a unique and practical combination of old world and new: fabrics in silk and natural fibre blends that offer all the technical advantages of contemporary fabrics while retaining silk's natural elements of luxury and style.

**Outdoor:** Technical fabrics provide climate control and a comfortable buffer between your skin and the external environment.

**Everyday:** Feel comfortable in any temperature with superior breathability and moisture management. Because your Silkbody is so light and soft, you hardly feel like you're wearing anything at all.

**Travel:** Silkbody lets you travel light and smart. Free your body and enjoy the journey with fabrics that are cool when required and warm when you want to feel cocooned. A comfortable journey is a pleasant journey.

By its nature, sericulture (silk production) is earth-friendly. Of all the processes in the world used for producing fibres, both natural and synthetic, sericulture creates the least pollution. The mulberry leaves eaten by the silk caterpillars are a renewable and sustainable crop and no pesticides can be used on the mulberry trees.

Silkbody is created by father and daughter team David and Emily Cooper in Dunedin, New Zealand. Their innovative pure silk SilkFleece soft shell garment won an OutDoor Industry Award 2007.

**Key products:**

1. Silkspun baselayers: All-season baselayers in a soft, lightweight, breathable fabric. Layer for luxury insulation or wear on its own for natural temperature regulation in the heat. Available in a wide range of styles.

2. Cellular Pilot Top: Developed in conjunction with a hang glider pilot looking for the perfect baselayer. The technical Cellular fabric maintains comfort in extremes of both heat and cold. Features an all-in-one hood and top, sunglasses slots, thumb loops and flat seams.

3. SilkSideIn midlayers: Ideal for sensitive skins, this innovative fabric optimises the qualities of silk and merino wool for superior insulation. Merino wool is on the outside of the fabric while the inside is lined with silk to keep your skin happy.

4. SilkFleece soft shell: With a unique dual-layer construction, these 100% silk garments are extremely lightweight, warm and amazingly soft. Winner of an OutDoor Industry Award 2007.

5. Puresilk accessories: Silk-only fabrics are used in liner gloves, socks and balaclavas. Breathable and moisture absorbent silk is perfect for sensitive skins and adds a layer of warmth without bulk.

The New Zealand brand is distributed in more than 9 countries, including Germany, Belgium and the UK. Further distributors in Europe are under negotiation.

To find out more about this new, natural alternative and for images contact us:

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