



MEDIA RELEASE – for immediate use

12 March 2009

Silkbody launches into winter with their new Pilot Top

The innovative new design is the result of a collaboration between Silkbody's designer Emily Cooper and local hang glider pilot, Guy Williams.

The top has been snapped up by German hang gliding company UP for distribution in the German market and further countries will follow.

Although developed initially for hang gliding, the garment's design means it's also ideal for snow sports, cycling and hiking.

"Guy had already experienced our fabrics as a straight baselayer and found the Cellular fabric was the best for the extreme mix of conditions in the sport" says Emily. "When Guy approached us we set about adding some key features essential for flying".

The brief for the ultimate baselayer was a requirement to comfortably handle temperatures of -10C when flying at 10,000 feet and +35C on the ground preparing for the next flight.

Key features include sunglasses slots, an off centre front zip, thumb loops and flat seams. An all in one hood and top eliminate the chilling neck gap that can occur if a top and a hat are worn separately. The Cellular fabric, which is 80% silk and 20% merino, traps maximum insulating air next to the skin. At the same time it enhances moisture dispersal so skin stays dry, making it ideal for extremes of both heat and cold.

"It doesn't stink, go electric or claggy like other materials" explains Guy. "On landing it just seems to wick off the last of the sweat and remain really cool in the often scorching conditions, and becomes warm later on as the day cools off. It also looks damned good and wears remarkably well."

The Pilot Top is stylish in black with red contrast stitching and is available in men's and women's sizes. Available through retailers and online stores around New Zealand and internationally. Visit our new online store and view the entire Winter 09 range at www.silkbody.co.nz

Ends

For images or more information contact:

Email: emily@silkbody.co.nz

Tel: + 64 3 4740 425

Cell: + 64 21 455 685 Emily Cooper

www.silkbody.co.nz