

Louis Philippe Permapress — The 100% Cotton, 100% Wrinkle Free Shirt

4 July, 2000

Louis Philippe, the international brand of Madura Garments, launches Permapress, a line of 100% cotton, 100% wrinkle-free shirts that you can wear twenty-four hours of the days and still look wrinkle-free. All this has been made possible by Nisshinbo, Japan, with their patented Super Soft Phase (SSP) technology.

It starts with this special fabric being developed at Nisshinbo, which is then treated with a resin. Garments are then tailored to Louis Philippe's exacting design specifications and subjected to what is known as the 'Memory Treatment'. This is essentially baking the garments at very high temperatures to cure the resin. This treatment lends a bounce to the fabric and renders it with wrinkle-free properties.

What finally reaches you is the perfect blend of fashion and technology, presented to you by the brand that has always given its consumers the very latest in style.

The Permapress cotton shirt can withstand the rigours of the day and still have you looking cool and crisp right till the end.

The Louis Philippe Permapress shirt is available in a range of four colours - white, cream, beige and light blue. The shirt is priced at Rs. 1895/-. It is currently available at all exclusive Louise Philippe Showrooms and other fine menswear outlets all over the country.

For further information, please contact the nearest Louis Philippe showroom / outlet at:

Louis Philippe, Hindustan Muvers,
No. 4&5 Zainab Villa,
187 Turner Road,
Bandra,
Mumbai.
Tel: 643 9641

Louis Philippe, Classic Enterprises,
India House No. 2, Kemps Corner,
Pedder Road,
Mumbai.
Tel: 386 5338