

ESCHLER easyShape unites Function and Form

BEAUTY AND PERFORMANCE SHAPED IN SWITZERLAND

Swiss brand ESCHLER is one of the major knitwear pioneers. For its innovative easyShape range, the family-owned company merges its expertise in the field of lingerie with the experience of producing highly functional performance sports-wear. The elastic fabrics thus not only create a beautiful silhouette, they also deliver top wearing comfort with fantastic moisture management, hygienic properties and a high durability. Eschler introduces easyShape at the Interfilère in Paris, 9.–11. July 2011.

Knitwear specialist Eschler holds a unique position: the brand unites its lingerie know-how with its sportswear expertise and introduces innovation based on experience. The new easyShape collection offers fantastic body forming qualities delivering compression without feeling restrictive. At the same time, the fabrics' high functionality effectively wicks moisture from the body and provides a comfortable temperature management. Further, Eschler ensures the high durability of the fabrics and its characteristics: the elasticity as well as the modulus and the hygienic function do not decrease even after many washes.

Eschler CEO, Peter Eschler is extremely proud of the new easyShape line: "As a brand that is both specialized in the lingerie business as well as sportswear, we can take shapewear to a new level. For sportswear, the fabric functionality – wicking properties, temperature management, elasticity and durability – is of highest importance and directly influences the performance of the athlete. We can bring all those benefits to lingerie and thus create products that provide unique wearing comfort." For more info see www.eschler.com



High-Res data download at: http://www.k-g-k.com/download/Eschler_easyShape-2_HR.jpg

PR Contact
KGK – Kern Gottbrath Kommunikation
Sissi Pärtsch
+49 – 89 – 30 76 66-3
eschler@K-G-K.com



swiss TEXTILES



ESCHLER – Touch Swiss Comfort: Founded in 1927, the Christian Eschler AG quickly advanced to become one of the world's leading manufacturers of functional knit fabrics. Today, the family owned business, based in Bühler/ Switzerland, is managed by the third Eschler generation and specialises in sportswear, work wear, technical textiles and lingerie. As one of the first textile companies, Eschler committed itself to an environmentally friendly production cycle by becoming a bluesign® system partner (www.bluesign.com). The independent bluesign® standard meets strict requirements regarding sustainability, health and safety as well as resource efficiency.