

FOR IMMEDIATE WORLDWIDE RELEASE
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VALIDATION ONE YEAR ON - EQUMEN A NEW STAPLE IN MENSWEAR

On the eve of their first birthday, Equmen's Core Precision Undershirt may just have its place in underwear history affirmed (alongside the Y-Front) as major international brands fall in line and join their men's body-optimising underwear revolution.

The latest convert to men's shaping apparel is British retailer and underwear stalwart Marks & Spencer (M&S), which launched their version of the Equmen men's shaping undershirt this week.

"It's great to see our insights are being taken up around the world," explains Gavin Jones, Managing Director and Equmen co-founder. "And with such big players following our lead, we see it as a great compliment, and validation that this is a real trend, not a passing fad."

And others agree, particularly insiders from London retailer Selfridges, who were the first to take a chance with Equmen 12 months ago. "With the rapid growth in slimmer styles, Equmen really fits a need gap in men's underwear internationally," explains Mithun Ramanandi, Selfridges Menswear Buyer. "Our customers love the high functionality of the shirts and will often buy one for every day of the week," he adds.



Equmen hopes now is the time for the world to discover the immense health and well-being benefits the garments provide, in addition to the slimming benefits. The Equmen Core Precision Undershirt and Underwear also improve circulation, posture and core alignment. "And everyman can do with a little extra blood flow," Jones adds.

Equmen is confident once a man tries its underwear and undershirts, the manifold benefits to his life will be immediately apparent.

About Equmen

- Equmen is a Sydney-based company specialising in high-performance compression undergarments that leverage sport technology and physiotherapy insights to benefit men from street to sport.
- Equmen stormed the market in 2009 with its Core Precision Undershirt, which has since received accolades from publications including Time Magazine, Men's Health, GQ, Sports Illustrated, New York Times, Business Week, BBC Radio, The Guardian, Daily Mail, Allure and on the Doctors, NBC, Today and ABC News.
- Equmen products are sold online at www.equmen.com and select department stores and specialty retailers including Selfridges (UK), Saks Fifth Avenue (USA), Holt Renfrew (Canada), Brown Thomas (Ireland) and David Jones (Australia).

For more information, visit www.equmen.com.

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