

PRESS RELEASE | APRIL 2019

# **FRIWEAR TIGHTS** **REVOLUTIONARY** **WORKWEAR** **FROM FRISTADS.**



## **FRISTADS LAUNCHES WORLD'S FIRST CRAFTSMAN TIGHTS**

**Fristads continues to develop its range of work clothes and is now launching a completely new garment on the market. Friwear Tights are strong and durable tights with built-in knee protection and matching shorts. Inspired by the world of sports, Friwear Tights provide maximum flexibility and comfort at work.**

"The body is the most important tool that a craftsman uses. Comfortable work clothes are essential when lifting heavy items and moving around unhindered. Friwear Tights are the first of their kind and we believe that many people will like the sporty feeling. Together with the matching shorts you are fully equipped for a hard day's work – while being just as flexible and comfortable as if you are at the gym," explains Anastasios Lappas, Head of Design and Innovation at Fristads.

Friwear Tights are the first garment to be launched in Fristads' new Friwear segment, a revolutionary collection of much freer, flexible and sporty work clothes. The new tights feature knitted, stretch knee pockets made from durable CORDURA®. The height of the knee pads in the knee pockets can be adjusted. The tights are unisex and can be purchased separately, but are perfectly suited for combination with the craftsman shorts to make flexible and practical work gear for both indoors and outdoors. The comfortable stretch material transports away moisture, has a breathing function and dries quickly.

More new garments inspired by the world of sports will be launched in this Fristads segment shortly.

"We are always looking to challenge the industry, both through innovation and by listening to what our customers want and need. It is very exciting for us to now offer a garment that completely matches the challenges that professionals face in their daily working lives while being practical and extremely nice to wear," says Anastasios Lappas.

Friwear Tights are being launched on 2 April 2019 and can be purchased from Fristads retailers.

#### **Further information:**

Tights 2570 STR. Available in following colours: Black, Black/High-vis yellow and Blue. Pirate Tights 2571 STR, available in Black. Sizes: XS-4XL.

CORDURA® is an extremely strong material used for reinforcement. Find out more at [cordura.com](http://cordura.com).

#### **For more information, visit [fristads.com](http://fristads.com) or please contact:**

Anastasios Lappas, Head of Design and Innovation  
E-mail: [anastasios.lappas@fristads.com](mailto:anastasios.lappas@fristads.com) | Phone: +46 (0)33-20 22 66

Jonatan Andersson, Marketing & E-commerce Manager  
E-mail: [jonatan.andersson@fristads.com](mailto:jonatan.andersson@fristads.com) | Phone: +46 (0)33-20 22 91

### **FRISTADS**

Fristads is the leading workwear brand in Sweden and is part of Fristads Kansas Group. Fristads Kansas Group is the largest supplier of workwear and promo wear in Europe, consisting of many leading brands such as Fristads, Hejco, Martinsson, B&C, Wenaas and Bragard. The group operates in more than 20 countries and owns two production facilities. Fristads Kansas Group has an annual revenue of about 400 million euros and employs 1600 people.

# **FRISTADS®**