

King Gee's New Steel Shirt Collection

One India

February 17, 2010

Body odour, seems to be an unmanagable thing for working people specially those in factories. But this may soon be a thing of the past, thanks to workwear label King Gee's latest release, Steel shirts.



The new thing in the market by none other than The King Gee is the Steel shirts, which are treated with a substance manufactured by textile engineering company Nano-Tex. The fiber contains chemicals unique to body odour and neutralises the smell, releasing it in the wash.

"It's quite an impressive bit of technology. It has the ability to recognise body odour smell and it's an intellectual molecule. It won't pick up perfume or smoke or anything else," says spokeswoman Mirjana Dujkovic.