

FACT SHEET PIMA COTTON & BJÖRN BORG CLASSIC BOXER.

PIMA COTTON

- Pima cotton, also called extra long staple (ELS), is considered to be a superior blend of cotton and is extra durable and absorbent. This type of cotton is named after the Pima, a group of American Indians who first cultivated the plant in the U.S.
- Not all cottons are created equal. Like coffee, cashmere or fine wine, the quality of cotton can vary greatly. Thanks to ideal growing conditions, extra-long staple length and hand harvesting, pima cotton is prized for its softness and brilliant luster, as well as its durability. This results in more durable finished products with less pilling and fraying of the fabric, and in tighter, denser weaves with a softer texture.

BJÖRN BORG CLASSIC BOXER

- The Classic Boxer, a.k.a. model 3201 was the first men's underwear model in Sweden (where it was launched in 1989) to differ from Y-front minis and briefs.
- Designed to be the best underwear ever, the 3201's was created "for the ultimate comfort and fit".
- Was considered ugly by retailers at first, but consumers loved it.
- Its tailor qualities, giving the ultimate fit was the main feature.
- The drop needle technique used to create the ribbed side panels was new at the time.
- Was the most expensive underwear model out there and initially available in black and white only.
- Made for 70-75% of the company sales during the major part of the '90s.
- By the end of the '90s, the trend dictated more colours and a lower price. The product was therefore taken out of production to give way for a new range of products with prints and brighter colours.