

Canclini 1925 presents TECHNO SHIRT: the maximum of eco-performance meets style.

The restyled line of fabrics for shirts where formal and sporty are perfectly merged: a versatile range with a high technological content, thanks to man-made fibres.

With **TECHNO SHIRT Canclini 1925** revolutionises the world of fabrics for shirts, through a line which **brings together high performance of technical fabrics with the most traditional and formal look**. Thanks to the exclusive combination between ground-breaking technological innovation and *made in Canclini* creativity, TECHNO SHIRT **restyles the traditional concept of shirt in a modern, trendy and green version**. It is a collection where technology, performance and eco-innovation are merged, based on an approach which expresses a research and development pathway intrinsic to the essence of the Canclini 1925 product ranges.

What really makes TECHNO SHIRT extraordinary is also the **great versatility of this product range, which consists in three lines: Biker, Performante and Dice**. These three creations are **entirely manufactured using man-made fibres**, and they are able to combine the style background of the company from Como with the highest technical performances. For example **the use of polyamide with its intrinsic ability to absorb and manage humidity**, allows for thermal regulation by the body and for garment transpiration.

These characteristics make the TECHNO SHIRT range a line capable of introducing fabrics which offer both wellbeing and comfort: thin, soft and always impeccable, even after having been used for hours. These garments are so extraordinarily lightweight and soft that they can be worn like a second skin, perfectly following all the movements of the body without ever giving up on elegance. Last but not least, they are very easy to wash and they dry very rapidly, as well as requiring minimal ironing. As a consequence, the performance levels of the most technical fabrics meet the traditional outfit, providing an answer to modern-day men's requirements in terms of comfort, flexibility and high yield in shirts.

Biker, Performante & Dice: the strength of versatility

A great point of strength of this line are **the three projects which make up the whole range**, each of them focused on absolutely unique requirements, style and functions: **Biker**, a fabric produced with a shuttle loom, **Performante**, a fabric which is knitted but printed in order to give it the typical yarn-dyed effects, and **Dice**, a knitwear fabric.

Biker:

Made of 88% polyamide and 12% elastane, Biker is definitely an innovative fabric for men's shirts. The items in this range have preserved the Canclini 1925 cotton soul, although with a future-oriented approach, resulting in a unique **patented fabric where a recycled nylon fabric is used**. This approach has been chosen in order to keep focusing strongly on product sustainability exactly because plastic materials, more specifically polyamide fibres, can be recycled indefinitely without ever becoming waste, thus continuously regenerating their life cycle. For **the weft of Biker a Nylon 6,6 fibre is used, obtained thanks to the mechanical regeneration of waste raw materials from the manufacturing company**. It is exactly thanks to this fibre that **this range has obtained the prestigious GRS**

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certification (Global Recycled Standard): it is an actual environmental statement, verified by third-party organisations which includes all products made at least with 20% recycled materials, in this case pre-use recycling. **Biker has also been filed as a Utility Model patent**, confirming the undoubtable innovative content of this product. Moreover, for this special fibre, an ad-hoc finishing has been studied, which gives it a pleasant, bi-stretch and crisp hand, even though the garment always remains extremely pleasant and warm to the touch. With Biker, shirts, too, can finally include all the characteristics of sports garments and technical apparel.

Performante:

The Performante fabric is a **run-proof and innovative item**, unique in terms of the performance levels it can achieve, especially **thanks to its cutting-edge composition: 27% LYCRA® and 73% polyamide fibre**. It is a product manufactured using Nylon 6 (33dtex titre with 28 threads), with a patented textile structure allowing for a reduction of the fabric thickness by as much as 50%. **Thanks to the use of digital printing, moreover, the range includes patterns and shapes which are truly surprising and that feature three-dimensional effects**, with the pattern printed directly on the fabric surface, using acid and pre-metallised colourings for a perfect colour yield. Performante, therefore, offers a contemporary, streamlined and homogeneous look, combined with extremely comfortable and practical wearability. Lightweight but resistant, natural to the touch but impalpable, it is characterised by unprecedented body fit.

Dice:

Formal and sporty, this unique fabric results in a new way of being. **Dice is the TECHNO SHIRT line made of yarn-dyed Jersey, consisting of 91% polyamide and 9% elastane, combined with the traditional colours of high-end shirts** for example sky-blue, navy, grey and black, with micro armature and false plains. Within this range, hyper-traditional graphics meet a technical fabric for an unexpected and successful combination. Dice is ideal for all traditional outfits which can be extremely versatile and highly performing.

With TECHNO SHIRT a new era is being inaugurated for fabrics dedicated to contemporary shirts, in a product range which derives from the unmatched Canclini expertise and from a scrupulous research pathway, resulting in an absolutely cutting-edge vision. It is a project designed for contemporary consumers in search of performance, caring for the environment without wishing to give up on the style which only great classics are able to offer.

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