

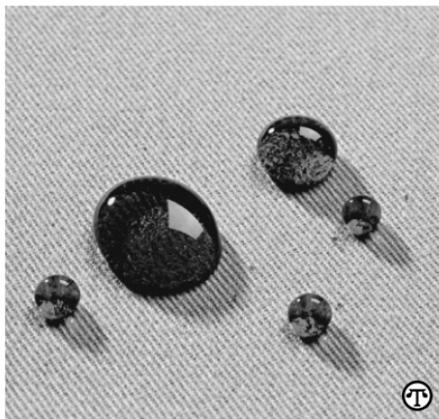
# Fashion TRENDS

## Better Clothing Through Technology

(NAPSA)—Today, a great sweater may offer more than just warmth and style, thanks to new technological advances that promise longer lasting and better looking clothes. Across the fashion spectrum, clever couturiers have created clothes using high-tech fabrics and treatments, including Teflon® fabric protector.

Many apparel companies and designers have turned to all kinds of technology to improve the fit or durability of their products. For example, manufacturers are starting to treat their clothing with Teflon® fabric protector. This helps the clothes resist stains and stay newer looking, longer. Spills are less likely to penetrate the fibers. If you spill wine on your sweater, the liquid will bead rather than stain, so you can easily blot or brush it off.

Once, the only products featuring high-tech fabrics were for those who needed the performance clothing in their sport or on the job. Now, consumers are finding that fabric technologies such as stain-protection are making their everyday clothing even better. Everyone from fashion driven popular retailers like Banana Republic to top runway designers such as Zac Posen are relying on Teflon® fabric protector to provide that essential but invisible difference in the quality of their clothes. "Through this fantastic technology white jackets, pants and dresses can now be worn with



**Even drops of red wine bead up instead of staining when clothes are treated with Teflon® fabric protector.**

ease," said Zac Posen, discussing his Teflon collection.

Banana Republic has put Teflon® fabric protector on cozy sweaters, and you can find Teflon® on durable Jeep® Jeans. Target has launched Cherokee Ultimate Khaki pants with Advanced Teflon® which provides the dual action of repel and release stain protection and Dockers has a whole line of men's and women's pants treated with Teflon®.

You can find comfortable clothing with the modern stain technology of Teflon® fabric protector at local Banana Republic, Target and other fine stores.

Learn more at [www.teflon.in](http://www.teflon.in), [www.bananarepublic.com](http://www.bananarepublic.com), [www.dockers.com](http://www.dockers.com), [www.target.com](http://www.target.com), [www.moabjeeper.com/pants.htm](http://www.moabjeeper.com/pants.htm).