

GE G G A M O J A O U T W E A R

Stockholm 2010-01-20

For the autumn 2010 Geggamoja presents its sixth collection with clothing for all cool kids. Completely new for this season are outdoor clothing that give our little adventurers and explorers the same conditions as the real professionals. In a unique collaboration with W3-Fabrics we introduce clothes that enable us to live up to our name.

Before all large expeditions, regardless ocean or land bound, preparations are carried out with utmost care to avoid mishaps and disasters. All equipment is carefully chosen, clothing no exception. After observing our own and others kids going full speed ahead at day care and in school, we realize that while their adventures might not be as far reaching, they are certainly wild enough to test the limit on their clothing.

We wanted to produce garments that were both water proof, breathable, comfortable to move around in and good looking. After some research we found W3-Fabrics. They have designed a brand new material with a unique, thin and water proof membrane that is both water proof and ventilates. This membrane is W3.

W3 is now found in our tough pant and jacket set for both girls and boys in sizes 74/80 up to 122/128. The clothes are black with red details and zippers. Also our popular stroller bag is made with the W3 membrane.

So, what makes us believe that these clothes will survive the rough treatment of adventurous kids? In test after test W3 has received best in test of all materials in the world when it comes to water resistance (30,000 after washing) and breathing. The material has been out with adult test pilots who wore the W3 in various conditions like extreme cold and heat and in rainstorms. We think this qualifies the W3 material to last the tough conditions of playing children.

But wait, there is more: Not only is W3-Fabrics a Swedish company, but also a company with high environmental ethics. Could it be better?

The outdoor collection will be in store aug/sept 2010.

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The next generation in Hi-Vent fabrics

Compared to the earlier generations of wind- and waterproof materials, this new as thin microporous membrane from W3 offers constant and even breathability, regardless of climate or intensity of your activity. The membrane keeps the textiles closest to your body dry while maximizing the isolating capabilities of the other clothing.

W3 – The best membrane in the World

You can't see it, you can't feel it. The garment in your hand contains W3 – the latest in hi-vent membrane technology. A hurricane won't stop you, neither will pouring rain or a blizzard. If the sun is shining and you're breaking out in a sweat? Have no worries, W3 lets the vapour out. Regardless of weather and activity, you'll always feel dry and comfortable.

W3 best in the toughest of tests

Independent tests show that W3 is best in test when it comes to breathability. W3 is the membrane that functions unequivocally. Even breathability without condensation. Always dry, regardless of humidity and activity, in any type of climate. The membrane has been tested by IFP Research and the US Army – probably the toughest test climate in the world!

Arctic Tested

Extreme Cold Weather Fabric (ECWF) is a standard test used by the US Army. The test includes the following steps: First, the 3-layer fabric is chilled down to a freezing -40°C for 48 hours. It is then flexed back and forth 1500 times. Finally it is washed 20 times for 5 successive days.