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Macy's to Introduce Traveler Suit With Nanotex

By Arthur Friedman

Macy's is introducing an INC International Concepts Traveler Suit made with Nanotex Resists Spills and Wrinkle Defense fabric additives.

The polyester and rayon suit fabric made with the Nanotex materials will bow March 15 at Macy's stores and online at macys.com.

Nanotex, a Crypton company, provides nanotechnology-based textile enhancements to the apparel, home and commercial and residential interiors markets.



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Crypton chairwoman Randy Rubin noted that the Macy's suit line includes Nanotex Resists Spills — which provides fluid barrier technology causing many fluids to bead up and roll off apparel — and Nanotex Wrinkle Defense that delivers high-performance wrinkle resistance with significantly less loss to fabric strength.

Nanotex utilizes nanotechnology in which molecules permanently attach to fibers without clogging the fabric weave or compromising the look, feel or comfort.

Nanotex is comprised of a family of 11 products, which in addition to Resists Spills and Wrinkle Defense, includes Releases Stains, Neutralizer and Coolest Comfort, and includes the important enhancement of

the integration of a DNA marker to protect against [counterfeiting](#), Rubin noted. The brand has more than 100 manufacturer partners worldwide, including branded apparel and outdoor gear, as well as home textiles and residential interiors.

In addition to Macy's, Nanotex's apparel programs include Banana Republic, which is now using Nanotex in its Modern Slim Wool Pant line; PVH Corp. for an expansion of its Calvin Klein "Steel" dress shirts program, and Gap is launching khakis for women this spring with Resists Spills.

Rubin noted that Nanotex, purchased by Crypton in 2014, has embarked on a new brand platform called "Expectations Exceeded" that speaks to the aspirations consumers have when buying apparel either for themselves or for family members, especially as it relates to the performance category.

She said the brand campaign features hang tags, collateral materials and social media.

In addition to enhancement of the Nanotex formulations, Crypton has also introduced several new products, mainly for the home furnishings sector. This includes Aquapel, a non-fluorinated repellency treatment that features a hydrocarbon that offers performance-liquid repellency that's breathable, durable and fast drying.

Also new is Wick + Block, a treatment that is also fluorine-free and imparts hydrophilic and stain resistance properties. Wick + Block provides moisture control for activewear, while protecting apparel from soiling and stains. The technology is being used by Nike and the National Football League under the Crypton brand name.

Rubin added that Crypton, based in Detroit, is committed to Made in America, with a green manufacturing facility in Kings Mountain, N.C., although it has a global reach, including increased visibility in China.