

The new lilac stripe fabric has been added to the Wash and Wear collection for Autumn/Winter 2007.

Washability focus

New styles from Clubclass reflect the increasing popularity of washable suiting styles among corporatewear customers.

There's a new catalogue out this month from corporatewear trade supplier Clubclass, and the emphasis is on washability, says Sam Long.

'We already had two machine washable collections, but this feature has now been extended to cover all the collections in the catalogue. The ability to machine wash structured careerwear is a growing trend in the industry and with the initial collections we were really just feeling out the market. They proved such a success that we have now taken this step with our entire catalogue offering.'

Among the collections being relaunched in washable versions is the Wool Blend range. Garments in this range are tailored from a high performance lightweight Merino wool and Lycra fabric and are available in three colours. 'This is an eight-

piece collection that is a mixture of classic and fashionable styles, and we have redesigned the entire product – from the linings and interlinings to the new labelling – to make it machine washable.'

The first collection from Clubclass to use a wool/Lycra mix fabric was Wash and Wear, an easycare range made from Merino Wool, Trevira polyester and Lycra to provide durability and ease of maintenance. It was launched three years ago and, says Sam, as it was entering its third year it was time to freshen it up. A new fabric has been designed for Autumn/Winter 2007 and a new style has been added. The collection now consists of eleven pieces in five fabric choices. ■

