

Media Release

Mumbai, April 2021

SEERSUCKER SHIRTS BY z3

Summer Temperatures Call For Shirts That Keep You Cool.

Invented in India, Seersucker fabric became known by its Persian sobriquet – Shir O Shekhar, meaning "milk & sugar", from the resemblance of its smooth & rough surface akin to the smooth texture of milk and the bumpy texture of sugar.

Z3 presents a range of light, airy, summer shirts in 100% cotton woven in a manner that some threads bunch together giving the fabric a puckered appearance in places. Creating extra pockets of space as the fabric sits off the layer beneath, allowing for increased air circulation & breathability. Easy to maintain, Seersucker shirts need no ironing.

Available in summer shades across solids & stripes. Pair them with chinos or jeans & summer will be a breeze.



z3 Seersucker shirts are priced at Rs. 2,499/-

To shop online, visit us at www.zodiaconline.com

You can SMS your PIN code to 9223011233 to locate a store near you. By sharing your number, you authorize ZCCL to SMS/call you.

About ZODIAC Clothing Co. Ltd.:

We are a vertically integrated, trans-national that controls the entire clothing chain from design, manufacturing, distribution to retail sales. With a manufacturing base in India & sales offices across India, UK, Germany and USA, ZCCL has almost 2500 people in its fold. The company operates a 5000 sq. ft. Italian inspired design studio at its Mumbai Corporate office which is a LEED Gold certified building.

ZCCL* has 3 premium, menswear brands, each clearly positioned to address a specific target consumer. ZODIAC for the classic yet contemporary male's corporate wardrobe, ZOD! Club Wear for the trendy, fashionable male and z3 for the man who does not need to wear a tie to work. The brand is retailed across India at premium prices through over 100 company-managed stores and 1200 multi - brand retailers.

