

Media Release

Mumbai, July 2021

Breathe Easy “Silk Touch” Egyptian Cotton Masks By Zodiac. For The Long Hours When You Go #BackToWork.

The new world has persuaded us to consider the ubiquitous mask, an essential accessory, that we have learnt to embrace.

More so in these times when we are going back to work albeit with that wee bit of concern. Travel time & long hours in office will demand a mask that is easy to breathe through & comfortable to wear.

Addressing that, Zodiac has introduced an exclusive 5-piece mask set with a carry pouch. One, for each day of the week.

Crafted from the finest Egyptian Giza 86 long-staple fibre cultivated in the fertile region on the delta of the river Nile.

This grade of fibre produces a silkier, glossier & extremely lightweight cotton fabric that has been woven in a fine 60’s count making the fabric permeable and offering easy breathability.

This GIZA 86 fabric is then given a “Silk Protein Finish” which imparts a “Silk Touch” hand feel making the masks very soft on the skin. The double fabric layer construction offers base level safety and the masks being washable up to 30 times are re-usable.

Available in elegant checks & stripes, these are the stylish gentleman’s perfect accessory for dressing up in the new normal.





This 5-piece mask set is priced at Rs.1,499/-
Now in 3 colors at <http://bit.ly/ZODIACEgyptianCottonMasks>

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.

