

# Stay New

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## STAY NEW™

### Why do I want it?

Our STAY NEW™ technology keeps clothes looking newer and brighter for longer

Fabrics treated with our STAY NEW™ technology are visibly smoother and stay that way for longer to help clothes look and feel like new for longer.

### How does it work?

- Cotton fabrics retain their shade and surface appearance rather than looking faded and “bobbed”
- A fabric treatment eats away at loose fibres and smooths out the surface of the fabric. This smooth surface makes shades look deeper and reduces pilling/bobbling.

### Product Details

- Flat pack Pyjamas
- All cotton knickers and vests
- Socks

