



DEEWEAR®



DEEWEAR LAUNCHES D-ONE, THE FIRST COLLECTION OF COMPRESSION SPORTSWEAR INCORPORATING DIRECTA'S G+® GRAPHENE

May 23, 2017 – Directa Plus plc (AIM: DCTA) (“Directa Plus” or the “Company”), a producer and supplier of graphene-based products for use in consumer and industrial markets, is pleased to announce that Deewear, the Italian-based company focused on providing sportswear that combine design, technology and wearability, has launched D-ONE, a new generation of sportswear that combines, for the first time, the incredible properties of Directa Plus’ Graphene Plus (G+®) with the innovative benefits of postural compress fabric, while offering superior comfort.

D-ONE consists of three highly-performant technical layers: an inner layer coated in G+®, an external layer of smart compress fabric and, in the advanced range, a middle layer that provides muscle articulation and postural support. The new collection includes short sleeve t-shirts and leggings, which are available as a ‘Basic’ and ‘Advanced’ version, in different sizes and as a male or female fit specifically tailored to address the different requirements of the male and female body structure.

- The internal side of the fabric, which is in direct contact with the skin, is printed with G+®, which provides D-ONE with thermal properties to regulate body temperature as well as offering anti-odor and bacteriostatic features and protection against ultraviolet rays. It achieves this without the use of any chemicals as Graphene Plus is natural, chemical-free and certified as non-toxic.
- The primary layer of D-ONE is the external ultra-light layer in smart compress fabric that has excellent aesthetic and technical features thanks to its innovative mesh of Nylon and Elastane combined to create a special open honeycomb structure. This allows for die cut and seamless production of external layer, providing extra comfort and a second-skin effect, breathability, freshness and hygiene.
- In the advanced versions of the garments, there is an additional layer that has been designed based on deep analysis of biomechanics to provide localised support and compressions to enhance circulation and postural support.

The combination of these layers provides a unique ability to offer both postural management and thermoregulation, without sacrificing style of comfort.

“Running and doing sports is wonderful, but it puts a lot of stress on articulations and bone structure,” explains Paolo Bucciol, Deewear founder and CEO. “We asked several biomechanics experts how it would be possible to combine high-sports performance with muscle and articulation protection, using high-performance innovative materials, beginning with G+® graphene. This is the origin of D-ONE: the first postural compress sportswear with Graphene Plus that is 100% made in Italy, and available from today online.”

Giulio Cesareo, Chief Executive Officer of Directa Plus, said: “We are pleased to see the launch of D-ONE. Deewear is a young and dynamic company with a vision of creating the most advanced compression sportswear and enhance athletic performance, which perfectly matches the abilities of our high-performance graphene-based G+®. We wish Deewear great success with the D-ONE collection and look forward to developing further sportswear together.”

Enquiries



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Directa Plus plc	
Giulio Cesareo, CEO Marco Ferrari, CFO	+39 02 36714458
Luther Pendragon	
Harry Chathli, Claire Norbury, Alexis Gore	+44 20 7618 9100

About Directa Plus

Directa Plus is one of the largest producers and suppliers of graphene-based products for use in consumer and industrial markets worldwide. By incorporating Directa Plus' unique graphene blends, identified by the G+ brand, its customers can enhance the performance of their end products without significantly increasing their cost. Directa Plus graphene-based products are natural, chemical-free, sustainably produced and tailored to specific customer requirements for commercial applications such as smart textiles, tyres, composite materials and environmental solutions.

Established in 2005, the Group has a patented technology process and a scalable and exportable manufacturing model. It produces graphene-based products at its own factory in Lomazzo, Italy, and can set up additional production at customer locations to reduce transport costs, waste and time-to-utilisation. Directa Plus partners with customers to enable them to offer the high-performance benefits of graphene in their own products.