

“FABRIC MADE IN KOREA WITH BEST SENSE AND TECHNIC”



G R U B I G



—
NEXT GENERATION WOOL JERSEY
FOR OUTDOOR

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“The ultimate functional material provided by nature.”

LIVEWOOL® FEATURE

WHY WOOL FOR OUTDOOR?

Merino sheep, which have evolved to withstand extremely hot, humid, and cold climates over thousands of years, have allowed us to have versatile clothing like no other fiber.

MADE IN KOREA

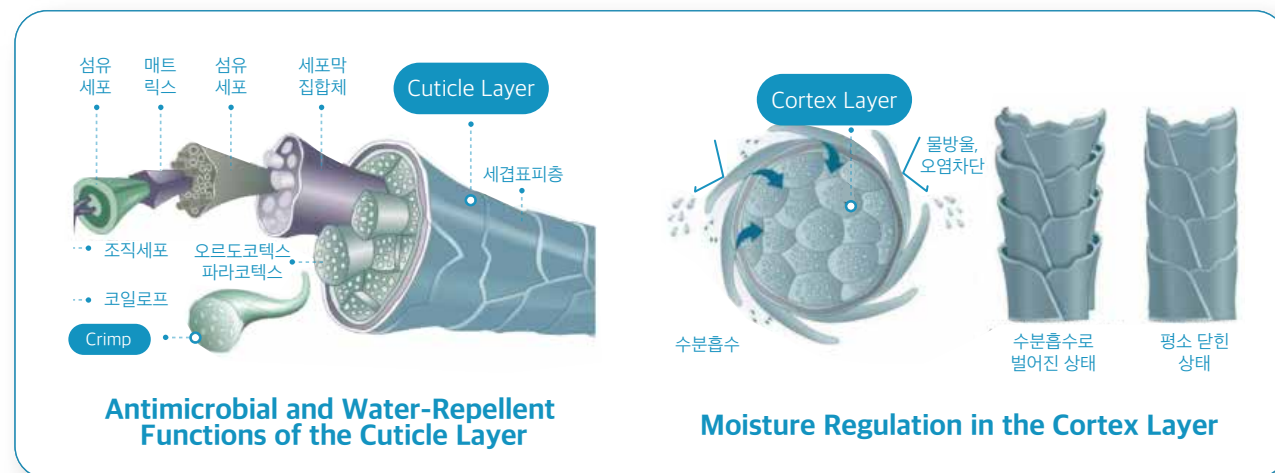
LIVEWOOL® adheres to the “MADE IN KOREA” philosophy from yarn spinning to fabric manufacturing. Korean fibers have a long history of prosperity, and WELL-MADE IN KOREA reflects the experience and expertise of our craftsmen who have grown during this period.

TECHNOLOGY

This innovative technology involves spinning very fine yarn without chemical processing through a blend of the thinnest and finest raw materials of MERINO WOOL with synthetic fibers, enabling easy washing and making it ideal for NEXT TO SKIN clothing and SPORTS WEAR.

NON-SUPER WASHED TECHNOLOGY

Typically, products using wool for NEXT TO SKIN items undergo SUPER-WASH chemical processing, melting the outer layer of wool. However, thanks to LIVEWOOL®’s unique technology, EASY-CARE is possible without chemical processing. Products subjected to chemical processing tend to remove lanolin and the cuticle layer from wool, significantly diminishing its inherent capabilities.

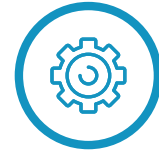


* For instance, lanolin is a substance that protects sheep’s skin, influencing water resistance, antimicrobial properties, durability, and insulation. In a SUPER-WASH processed state, wool’s absorption ability decreases, allowing wool to become wet. This can be a critical drawback for OUT-DOOR WEAR.



Deodorizing and Antimicrobial Properties

Wool is inherently born with deodorizing and antimicrobial characteristics. It creates an environment where bacteria and fungi find it difficult to proliferate, trapping and absorbing such microbes. As a result, wool does not develop unpleasant odors even after extended wear.



Easy Maintenance

LIVEWOOL®’s patented technology facilitates washing without shrinkage, allowing for machine washing without concerns.



Environmentally Friendly

LIVEWOOL® refrains from the environmentally harmful SUPER-WASH chemical processing.



Durability

Through a harmonious blend of chemical fibers and the composition of yarn structure, LIVEWOOL® has improved the durability of wool, addressing susceptibility to wear and pilling.



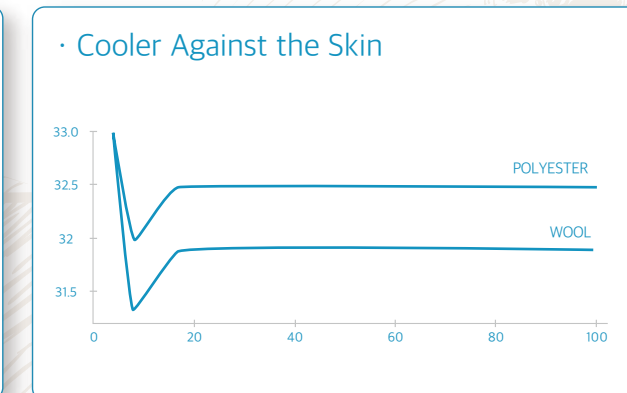
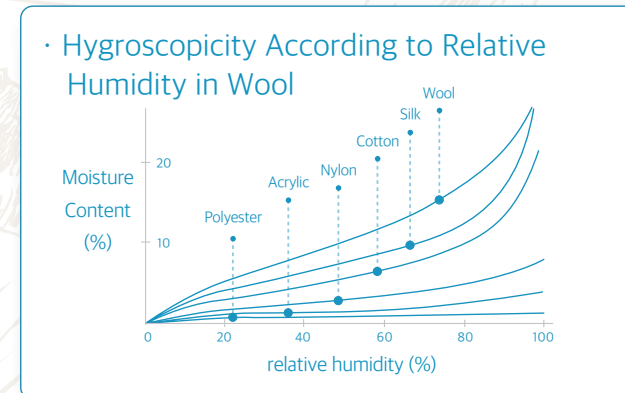
Comfort

The raw material used in LIVEWOOL® is SUPER FINE MERINO WOOL, utilizing only premium materials. Wool, when absorbed with moisture, maintains dryness on the surface, contributing to overall comfort.



Moisture Management

Wool can absorb up to approximately 23% of its weight in moisture, the highest among common fibers. This ability creates a microclimate between the skin and the garment, ensuring dryness and maintaining an optimal temperature. It efficiently releases moisture to the outside environment within a short period.



Moisture Management

Wool possesses excellent moisture absorption capabilities, effectively absorbing and releasing accumulated sweat. During activities such as hiking, challenging terrains, or intense physical exertion can lead to perspiration. Wool helps keep the skin drier by redirecting and evaporating moisture away from the body. In contrast to cotton, wool more efficiently regulates moisture, ensuring comfort during various conditions.



Insulation

Wool is renowned for its natural insulation properties. Even in damp or wet conditions, wool maintains its insulation ability, trapping heat. Given the unpredictable weather conditions during hiking, especially at higher altitudes or cooler evenings, wool retains body warmth, providing comfort in changing weather conditions.



Breathability

Despite its insulating properties, wool is breathable, allowing air circulation to prevent sweat and excess heat from being trapped against the skin. This breathability helps regulate body temperature, preventing overheating during active hiking and ensuring ongoing comfort.



Odor Prevention

Wool naturally possesses antimicrobial properties that inhibit the proliferation of bacteria causing odors. Particularly during extended hikes or travels where access to laundry facilities is limited, wool prevents unpleasant odors from developing. Wool’s inherent odor resistance allows for a longer-lasting feeling of freshness.



Durability and Comfort

Wool exhibits durability to withstand pressures such as friction during outdoor activities like hiking. Additionally, wool fibers are soft and gentle on the skin, reducing irritation or friction during prolonged hikes. Wool’s combination of durability and comfort makes it a reliable choice for extended outdoor activities.

* An important point to note is that there are various types of wool with different characteristics. In particular, Merino wool fabric is thinner, softer, and has enhanced moisture absorption capabilities, making it a popular choice for outdoor activities such as hiking and as an inner layer. When selecting woolen undergarments for outdoor use, it’s crucial to consider factors such as fabric weight, thickness, and specific features based on weather conditions and the intensity of the outdoor activities. This ensures optimal performance and comfort tailored to the demands of the outdoor experience.