



Clad in iron

Chargers Outfitters has introduced its Iron Man 3 collection, writes **Lili Lajman**

Iron Man 3 collection targets young fans of the movie.

The range includes T-shirts and shirts.

A hoodie with the comic character.

CLOTHES they may be, but some apparel are steelier than others. Local apparel label Chargers Outfitters released its Iron Man 3 special collection in conjunction with the release of the movie.

Based on the iconic characters of Marvel comics, the range of T-shirt, hoodies, shirts and shorts target the young and fervent fans of the comic superhero.

The design of this limited edition collection is based on the characters in the movie such as Iron Man, War Machine, Iron Patriot and Mandarin, the super villain of the show.

Jordone Corporation branding and marketing communications manager Niki Leng says the brand is very excited to launch the collection.

"The superhero's character channels Chargers Outfitters' brand concept — young, energetic and dare to be yourself," she says.

The brand also expects to launch its Thor 2 collection in conjunction with the movie release in November.

The Iron Man 3 collection includes round neck T-shirts with graphic prints, polo tees, shorts and jackets in bright, and bold colours such as yellow, red and black. They are also in basic tones such as grey, white and blue.

The collection is available at department stores and Outfitters Studios. Prices from RM49.90 to RM79.90. Details at www.facebook.com/ChargersOutfitters.

Iron Man emblazoned on black and red tees.



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