

'Super' casual wear

Limited collection launched with special screening of 'Iron Man 3'

CHARGERS Outfitters, an apparel brand specialising in casual wear, recently launched its Iron Man 3 Special Collection in conjunction with the release of the latest *Iron Man* movie here.

The collection was launched with a fashion preview and a special movie screening of the movie at GSC Signature, The Gardens Mid Valley Megamall Kuala Lumpur.

According to Jordone Corporation Sdn Bhd branding and marketing communications manager Niki Leng, the limited collection was created as a tribute to Marvel Comic's iconic superhero Iron Man.

"We are very excited to launch the Iron Man 3 Special Collection as the superhero's character epitomises Chargers Outfitters'

Take your pick: A collection of T-shirts, shirts, jackets, shorts and jeans from Chargers Outfitters for men casual wear.

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True blue: A model dressed in Chargers Outfitters' 'Electric City' collection.

Paying tribute to superheroes

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brand concept – young, energetic and dare-to-be-yourself.

“Besides, Iron Man is also popular among the young generation.

“As a brand created for the young, we are taking this opportunity to pay tribute to the iconic superhero,” said Leng.

Ten loyal Chargers Outfitters customers selected through a contest on Facebook were invited to the launch and special movie screening.

All invited guests were offered the opportunity to preview the collection before the movie screening.

The limited edition collection was designed based on comic characters including Iron Man, War Machine, Iron Patriot, and Mandarin, who is the villain in the movie.

The collection includes round neck T-shirts with graphic prints of the characters, polo tees, short pants and jackets in bright and bold colours.

These are available in yellow, red and black.

For those who prefer neutral colours, they may opt for those in grey, white and blue.

Leng stressed that the brand was constantly evolving and improving itself to be in tune with the wants of the young generation.

“What they like and how they think are very important to us.

“We are not afraid to change,” she said.

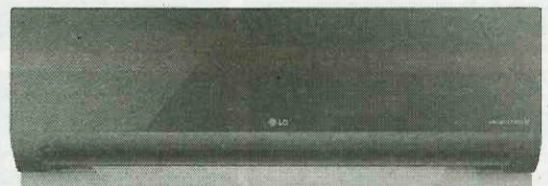
The Iron Man 3 Special Collection by Chargers Outfitters is available at Outfitters Studios and leading department stores.

Products are priced from RM49.90 to RM79.90.

For more details, log on to www.facebook.com/ChargersOutfitters



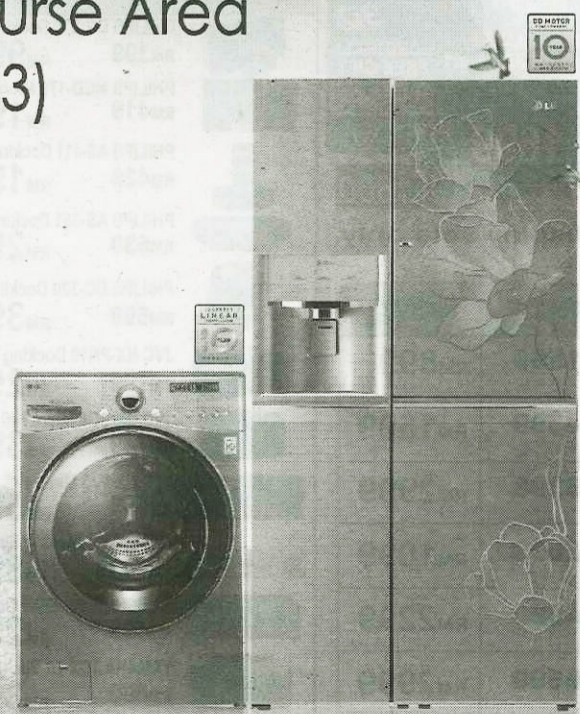
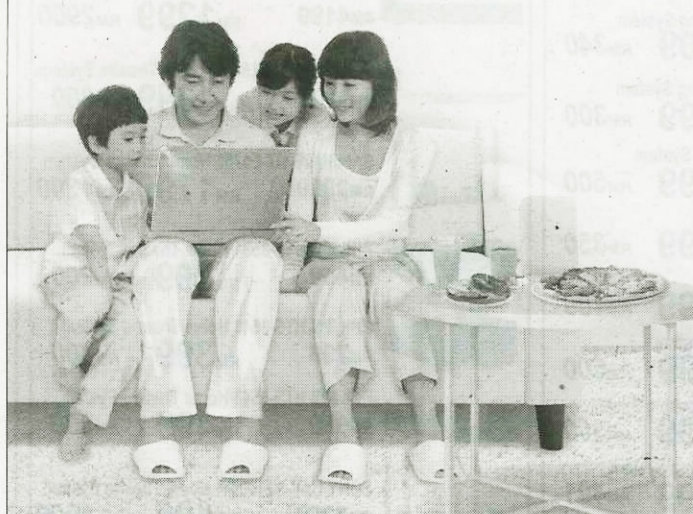
Rugged: Another model showing the ensemble from the brand's 'Electric City' collection.



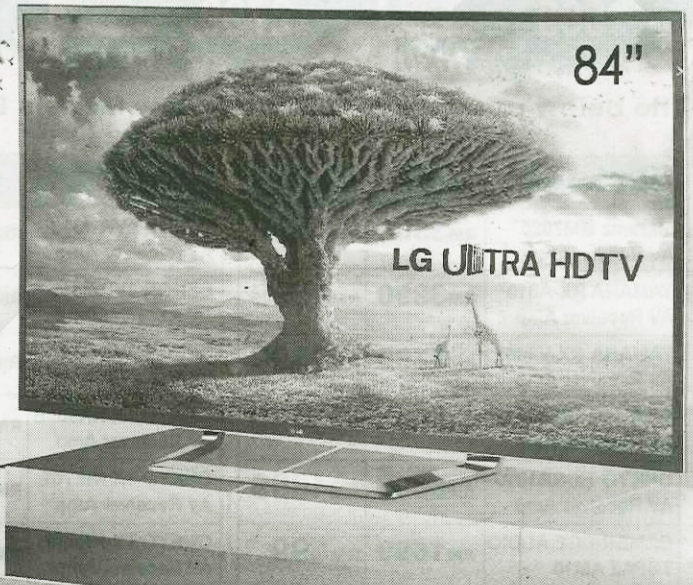
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