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## Marvel Avengers Assemble



**Kuala Lumpur, Thursday, October 17, 2013** – Chargers Outfitters, a leading casual wear brand in Malaysia, launched its latest Avengers Assemble Special Collection based on the animated television series of Marvel comics with an exclusive fashion preview at the Outfitters Studio, AEON Cheras Selatan. The launch was held in conjunction with the release of the blockbuster movie Thor 2 in Malaysia on October 31. Thor is one of the premier superheroes in the Avengers Assemble.

According to Niki Leng, the Branding and Communications Manager of Jordone Corporation Sendirian Berhad, Chargers Outfitters was thrilled to launch another special collection based on the television series named Avengers Assemble of the Marvel comics following the huge success of the Iron Man 3 collection that was launched in last April.

"Following the great success of our Iron Man 3 Special Collection last April, we're thrilled to launch another special collection based on the superheroes of Marvel Comics this fall. The superheroes in Avengers Assemble embodies Chargers Outfitters' brand concept of young, energetic and dare to be yourself," said Leng.

The Avengers Assemble Special Collection was created based on the superheroes in the animated television series such as the Thor, Hulk, Iron Man, and Captain America. The collection includes round neck tees, polo tees, long sleeve shirts, short sleeve shirts, short pants, and jackets with graphic prints of the characters in the series. This collection also features round neck tees with graphic prints of Thor to celebrate the release of the blockbuster movie Thor 2 in Malaysia on October 31.

Ten lucky fans of Chargers Outfitters that were selected through a contest on Facebook were rewarded with exclusive merchandise of Thor 2.

She continued to explain that the superheroes in Avengers Assemble such as Iron Man, Hulk, Thor, and Captain America are idols of the younger generation. As a brand created for the younger generation in mind, Chargers Outfitters wants to be associated with superheroes that are popular among the consumers.

"We understand and are always in tune with the younger generation. What they like is very important to us. We feature these superheroes in our collection as they are the idols of the younger generation. We will always refresh our designs and collections according to the style and taste of the younger generation," Leng added.

The Avengers Assemble Special Collection by Chargers Outfitters is now available at all leading department stores like Parkson and Outfitters Studios. The limited edition styles are priced from RM49 to RM79. For more information, visit [www.facebook.com/ChargersOutfitters](http://www.facebook.com/ChargersOutfitters).

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