

Nukleus Launches New “Quintet” Series of Sustainable Innerwear

“The Quintet” is the latest offering from Nukleus, the revolutionary brand for fashionable, sustainable and affordable men’s and women’s underwear and basics. The new collection follows in the vaunted Nukleus tradition of healthful comfort, eco-friendliness and sophisticated sensuousness. Inspired by an ancient yet relevant wisdom about universal balance, it explores the environmental unbalance facing our world in five symbolic dimensions—Metal, Plant, Water, Fire and



“The Quintet” series
of sustainable
underwear for men.

Earth. Premium quality materials used in “The Quintet” include GOTS-certified organic cotton and Lenzing Modal. GOTS, or Global Organic Textile Standard, is the world’s leading textile processing standard for organic fibres. Austria-based Lenzing is the worldwide leader in fibre innovation and the winner of multiple prestigious environmental awards in Europe.

Nukleus Innerwear Sdn Bhd will be contributing part proceeds of the sale of its environmentally sustainable Nukleus apparel towards WWF-Malaysia’s conservation efforts. By working constructively with a revolutionary brand like Nukleus, WWF partnerships demonstrate how sustainability can make business sense: engaging audiences who care about the future of our living planet and securing environmentally and socially responsible product supply chains. ■

“The Quintet” is available at Parkson 1 Utama, Parkson KLCC, Parkson Pavilion, Parkson KL Festival City, Parkson 1st Avenue (Penang), and Robinsons. It is also available online at www.nukleusshop.com.