

We have seen so many of those “stories” out there, how it all started with the founder not being able to find the perfect tees, the perfect shirt, the perfect pair of socks, etc. A little introduction of the founder, how he finds the best fabrics, the best team, the best manufacturer, with some black-and-white pictures of the factory workers thrown in... Let’s just say, we do not want to go that route. After all, doing most others are doing is not what we want to achieve. We want to be different, refreshing.

And we have a true story to tell:

### Our Story/Philosophy/Who We Are

We believe in the law of the vital few, the Pareto’s 80-20 rule, where roughly 80 percent of the effects come from 20% of the causes. We look at the clothes we own: only about 20 percent of our wardrobe is active, the rest is not in use. Our wardrobe is filled with items we do not need. Our culture of consumption leads us to increasingly buy cheaper products of inferior quality.

We do not want to be a part of the excessiveness. We want to curb impulsive buying and promote the idea of enjoying more with less.

This is the reason for starting KIIN: to be a responsible producer who create beautiful and stylish garments that are functional and comfortable. We expect you to wear our garments most of the time. We invest into making things using traditional values of care, quality and the intention to last. Each piece is a staple item created with form and function in mind that is easy to care for and convenient for travel. The outstanding performance of each garment will accompany you through your journey of life.

### Slogan/Tagline (Dependent on Illustrations)

We are not entirely happy with the below but it’s a start. It is important to note that our underwear and boxer brief is made using a bonding technology. There is not a single stitch sewn. The result: an ultra comfortable underwear set, you won’t even notice you’re wearing them.

The inside is as nice as the outside  
Perfection from the outside-in  
The next best thing to being nude  
Spoil yourself, from the inside-out

## **Discover KIIN**

### **Buy What You Need**

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## **The (World's) First Sewn-Free Underwear Set for Men**

### **The (World's) First Sewfree® Underwear Set for Men**

Underwear set animation

### **The Fabric**

- The composition
- Shape retention, moisture wicking, odour resistant/antimicrobial, etc
- non-pilling
- Wrinkle-resistant and shrink resistant

### **Bemis Sewfree® Adhesive Film**

- Sewfree® adhesive films replace sewing
- Makes garments lighter and more comfortable, and with a lower profile, no more bulky sewn seams and elastics
- Continuous bond
- Allows for optimum stretch and recovery while maintaining the sleek, smooth profile

## **Fit/Construction**

- Modern fit/Form fitting
- Deep U-neck depth/collar line for one or even two button of your outside shirt undone
- Extra long body, ample to keep undershirt tucked in/Long and tapered tail for stay-in-place fit/proper longer length for tucking
- Raglan sleeves give you greater fit and comfort, greater movement in the arms
- High armholes emphasizes the chest and visually adds leanness in the torso and arms/the area in the underarms are snug, but not tight which allows comfortable arm movement

## **Style**

- Garment completely bonded/not one single stitch sewn in, even the care label is bonded
- Invisibility factor of not showing through outer-shirt/dress shirt
- Sand/skin tone colour blends closer to your natural skin tone (More colours to come)
- No line and tag free

## **Size Guide and Care Instruction**

## **Shipping and Returns**

## **FAQ**

## **Contact**