

Can this shirt keep you dry? No sweat!

THE daily commute, a job interview, asking the boss for a pay rise, going on a first date and – as demonstrated by a sweaty Tony Blair (pictured) – Labour Party conferences. All are nerve-jangling experiences and the last thing anyone needs while negotiating them is a wet patch under their armpits.

Luckily, two enterprising young men have spent the past eight years thinking about this and have come up with a solution – non-sweat shirts.

Oliver Van Emden and Bradley Rose, both

30, came up with their idea for the FreshMax shirts while studying at Manchester University. They set about raising £1.5 million in order to develop a special fabric called SmartWeave that prevents sweat marks from showing.

Because of the way it's woven, the fabric draws sweat away from the skin and transports it across the shirt's inner surface.

The moisture is then spread very finely over a large surface area, encouraging it to dry out quickly. The fabric looks and feels

like normal cotton and can be washed and ironed like any other piece of clothing.

The shirts (which cost £50 each) are said to work in all but the most exceptional situations and have been tested rigorously by Oliver, who donned one for a 40-minute cycle ride before sweating it out in the sauna for 20 minutes.

FreshMax shirts are just for men at the moment – but a women's line is planned for next year.

AMY OLIVER

