

The no-sweat shirt

► **PIT PERFECT**
Mirror man Steve
in a Tube train



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HELP is at hand for anyone fed up with arriving at the office looking like they've showered with their clothes on.

Because the dreaded sweat patch - the bane of men's lives in summer - is about to be history, say the creators of a shirt designed to keep you looking perspiration-free.

British entrepreneurs Bradley Rose and Oliver Van Emden used football strip technology, used to keep players fresh, in their FreshMax shirts. They claim the "smart weave" system,

which was eight years in development, will draw sweat away from the skin and spread it over a large surface area so it dries more quickly and does not show up in embarrassing patches.

Bradley said: "We are extremely proud of what we've created with FreshMax.

"We look forward to sharing this wholly new and revolutionary technology with British men - all of whom at some point will have suffered the indignity of finding sweat patches on their shirts."

Bradley and Oliver say the shirt will free men from wearing jackets to cover up dodgy damp patches - or heading to the loo to use hand-driers to get rid of unsightly sweat.

But the price tag itself may make you break out in a sweat - at £50 it's twice the price of many Marks & Spencer or Next shirts.

THE PATCH TEST..

THE Mirror's Steve Myall put the shirt through gruelling tests to see if it really is no sweat to wear:

ON THE TUBE

A packed carriage deep underground is a nightmare, especially on my home from work. But despite a sweaty brow and trickle of moisture running down my back the shirt stays dry as a bone.

CLIMBING STAIRS

I struggle up a steep spiral staircase and feel sweat running down my back and my hair stuck to my neck.

Although this shirt feels damp to the touch, when I check there are no tell-tale sweat signs.

RUNNING FOR THE BUS

My legs feel sticky beneath my wool trousers and, touching my face, my hand comes back wet.

But despite my Usain Bolt impression, still no sweat marks on the shirt. Even after rubbing



it into my chest and armpits, there are no damp patches.

CYCLING

This will do it, surely. I take to my bike and pedal to a meeting. On arrival, I check my appearance in a shop window to see if I'm starting to look like I spent the past hour in a sauna.

But amazingly, thanks to the shirt I'm not letting myself down



in a soggy, sweaty shirt. Can't say the same for the smell though - I am starting to pong a bit.

TREADMILL

My next stop is the London Marathon shop, where they put you on a treadmill to check your gait for new trainers.

Almost as soon as I start to run I feel the sweat pouring out. I must look terrible. The staff in



the shop confirm that I do, but seem quite impressed by the shirt's fit and lack of marks.

CHILLI

Finally, exhausted and famished, I have one test I can enjoy - a spicy Mexican burrito for lunch.

Extra peppers set my tongue on fire and my nose drips sweat. But the shirt remains stain free. Well, except for the Tabasco dribble...