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PRESS RELEASE

FASHION INSTITUTE OF TECHNOLOGY, NEW YORK, hosting HEAT-MX™ Design Contest

HEAT-MX WORLDWIDE announces the **HEAT-MX - FIT 2018 Student Design Contest: *Disruptive Technologies in Thermal Insulation*** in partnership with the internationally renowned FASHION INSTITUTE OF TECHNOLOGY.

Montreal, July 25, 2018: HEAT-MX WORLDWIDE today announced the **HEAT-MX - FIT 2018 Student Design Contest: *Disruptive Technologies in Thermal Insulation*** in partnership with the internationally renowned FASHION INSTITUTE OF TECHNOLOGY (FIT), based in New York, USA. The two organisations will work together to provide a selected group of FIT students with an opportunity to learn innovative performance features of HEAT-MX™ products and ask them to come up with creative designs using HEAT-MX™ products.

“We are honoured and privileged to be able to partner with FIT for the Design Contest. We believe that it will be a good learning opportunity for the students to explore the world of thermal insulation material and gain practical knowledge on how to build warm winter apparel items, bedding products, sleeping bags, etc., using industry leading HEAT-MX™ product performances. In addition, we believe their creative minds will find new and innovative ways of adopting our innovative technologies into a wide range of other non-traditional applications,” said Sae Chang, President of HEAT-MX WORLDWIDE.

Sae Chang went on to say, “HEAT-MX™ offers multiple patent-pending technologies through its proprietary non-woven thermal insulation products. Thanks to the innovative performance features of our products, we have been able to expand the use of non-woven thermal insulation material from traditional applications such as winter garments and accessories into a wide range of other product solutions. One of such examples is our recent development of lace dresses which can be worn even in minus 10-degree Celsius (-10°C) / 14-degree Fahrenheit (14°F) with a usual ensemble of other winter

outfits. With the technological advancement to help improve our winter experiences as the company's operational philosophy and goal, we could not be more pleased to have this great opportunity of working with the great minds at FIT!"

For more information about the Design Contest, please contact Sae Chang of HEAT-MX WORLDWIDE (saechang@hancocorporation.com, +1 514 604 1093) or Alex Nazarov of FIT (aleksandr_nazarov@fitnyc.edu, +1 212 217 4051).

ABOUT HEAT-MX™

HEAT-MX™ is a brand of innovative thermal insulation material offering a wide range of products based on the performance and application needs of such winter garments as gloves, footwear, hats, sleeping bags, and home furnishing textiles (blankets, pillows, etc.). In addition to the industry leading thermal performances, various product grades in different product categories offer other exceptional performance features such as windproof, water resistance, water-vapor-transmission-rate, odour control, etc. We at HEAT-MX™ care about the environment and offer many innovative sustainable product options.

ABOUT iDown™

iDown™ is a patent-pending technology which provides many performance benefits for a wide range of products using down feather material, e.g., apparel, sleeping bags, home furnishing textiles (blankets, pillows, etc.), etc. These significant performance advantages of the iDown™ Technology are created incorporating natural phenomenon into innovative manufacturing technologies without harmful chemical treatment and offers permanent performance features. In addition to the performance benefits, the Technology can also help significantly reduce manufacturing costs. As HEAT-MX WORLDWIDE is committed with social responsibilities and sustainability, we offer innovative RECYCLABLE product options under the iDown™ Technology platform. Ask Sae Chang for the Technology Overview.

ABOUT FIT

The Fashion Institute of Technology, a part of the State University of New York, has been a leader in career education in art, design, business, and technology for almost 75 years. Providing an uncommon blend of hands-on, practical experience, theory, and a firm grounding in the liberal arts, FIT offers a wide range of affordable programs that foster innovation and collaboration. Internationally renowned, FIT draws on its New York City location to provide a vibrant, creative community in which to learn. The college offers nearly 50 majors and grants AAS, BFA, BS, MA, MFA, and MPS degrees, preparing students for professional success and leadership in the new creative economy. Visit fitnyc.edu.