

# Tommy John®

FOR IMMEDIATE RELEASE

## The Lightest Men's Undergarments in the World Debuts *Tommy John Launches Air Innovation*



New York, NY. (October 19, 2015) – Today, premium men's undergarment brand Tommy John launches the lightest men's underwear ever created, aptly called Air. On the heels of their recently launched viral film campaign "The Big Adjustment", Tommy John is debuting this collection of underwear and undershirts made from some of the most advanced fabric technology in the world.

After almost two years of product development, which included Founder and CEO Tom Patterson personally wear-testing, washing, drying, weighing and re-weighing the newest product line, Air is now available to the public. As part of the Light category of solution-based products, Air weighs-in at an average of two ounces. The ultra-lightweight and anti-microbial mesh fabric provides wearers maximum ventilation with unmatched durability and superior quick drying features.



Tommy John Launches  
Air Innovation for  
Undershirt & Underwear

"Air isn't only our greatest product achievement to date, but what we believe to be one of the greatest achievement ever for men's undergarments. We were able to create a product at less than half the weight of our competitors with Air," says Tom Patterson, Founder & CEO of Tommy John. "We have never been so excited for a new collection."

As the expert in revolutionizing men's undergarments, Tommy John has explored and tested the ultimate smart materials available to offer the highest comfort and functionality to their customers. Air is made with an extra soft mesh fabric that keeps its unparalleled softness, wash after wash. With 360 degree stretch and recovery, combined with a moisture wicking and anti-microbial fabric, the new collection can air-dry in less than four hours.

Air is the perfect solution for travelers, camping enthusiasts and men-on-the-go with its easy to pack and hand-wash material, drying quickly in any travel destination.

The Air undershirt collection retails from \$56- \$62 and consists of crew neck, V-neck, and tank top styles in white with sizes in S-4XL. The underwear program retails from \$42-\$48 and comes in a range of colors and in sizes S-4XL.

Tommy John products can be found at Nordstrom, over 100 premium men's stores, and online at <https://www.tommyjohn.com/>

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To view the viral film campaign, “The Big Adjustment”, please visit:  
<https://www.youtube.com/watch?v=GYOGFaIC3co>

## ABOUT TOMMY JOHN

Founder, Tom Patterson, is a former medical salesman. In 2008, with no prior experience in the fashion industry, he decided to find solutions for himself with his undergarments and Tommy John was born.

Tommy John is the company committed to addressing the real problems men have with their undergarments. The first successful product launched by Tommy John was a patented undershirt that stays tucked in, while eliminating excess fabric. Over time the company added underwear, socks, T-shirts and loungewear to its offerings. Each product contains proprietary fabrics, innovative fit and functionality that eliminate unnecessary adjustments, discomfort, untucking and bunching.

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