
The LYCRA Company
THE CONFIDENCE YOU CAN SEE.
THE SWEAT THEY WON'T.
The latest innovation from the makers of the COOLMAX® brand. Delivering the cooling and moisture management features you've come to expect, plus our NEW, unique fabric technology that masks the appearance of sweat.
COOLMAX
CLOAKFX™
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DON'T LEAVE CONSUMERS TO SWEAT IT OUT.

TRY THE ULTIMATE MULTI-TASKER.

Whether powering through a workout or presenting in the boardroom, visible sweat isn't just a distraction – it can lower confidence and self-esteem. In fact, it's the leading pain point among consumers*, leaving them to improvise. Consumers want one fabric that does it all. A fabric with the blend of cooling comfort they've come to expect combined with the sweat-masking performance they desire. That's why we've created new **COOLMAX CloakFX™ fiber**. This lightweight, durable fiber helps consumers feel cool while minimizing the appearance of sweat.

SEE THE DIFFERENCE

The optical masking engine in COOLMAX CloakFX™ fiber minimizes the visual impact of sweat.



*VML, The Modern Consumer Study, 2025

Be among the first to offer your customers the only fiber that helps promote confidence – with coolness, comfort and sweat-masking performance.

- Minimizes the visual appearance of sweat
- Helps you feel cool
- Keeps performing even after multiple washings
- Supports higher UPF protection than conventional polyester fibers
- Anti-see-through
- Built mindfully

KEY GARMENT APPLICATIONS:

Activewear | Ready-to-Wear | Workwear

COOLMAX CLOAKFX™

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