



## **SITA USHERS IN A NEW ERA OF PERFORMANCE IN CONTEMPORARY FASHION**

*REINVENTING WOMEN'S EVERYDAY WEAR WITH INNOVATIVE PERFORMANCE*

### **FOR IMMEDIATE RELEASE**

**NEW YORK, NEW YORK (January 31, 2019)** – SITA, the first of its kind in women’s performance fashion, has officially announced the launch of its debut collection for Spring 2019. SITA provides women with an all-new luxury concept of timeless foundational apparel with concealed performance features.

Introducing modern design to performance fabric, SITA has revolutionized everyday wear with the use of SITATECH™. The newly-created fabric enters new territory for women’s wear with technical elements that disrupt the current landscape of high-performing apparel design. SITATECH™’s innovative features include permanent agents that neutralize odor, withstand machine wash, and exhibit superior quality.

Made of yarns one million times thinner than cotton, SITATECH™ employs a luxurious, intimate touch that dynamically sculpts a woman’s shape. Engineered in France and enhanced in Japan, the yarns are then knitted in Italy and finally reach New York, where the SITA collection is thoughtfully created.

“SITA is so versatile, we offer a reliably strong mix of function and fashion that seamlessly fits any category,” adds President and Co-Founder Aljohara Almodaimigh. “Our clothes are unrestricted in the sense that they accommodate any activity that takes a woman through her normal day. It’s totally up to you how you want to wear SITA.”

“SITA is driven by the notion that a woman should never have to change,” says CEO and Co-Founder, Gianfranco Zani. “We design captivating, go-everywhere pieces with powerful performance features and endless styling potential. With SITA, a woman won’t have to sacrifice who she is or what she wears for fashion.”

With SITATECH™ incorporated into each piece, the SITA Core Collection offers clean, architectural classics, including cigarette pants, structured crop tees, billowing parkas, and modern, wide-leg pants. All styles are streamlined to elongate and flatter with tailored lines. Each product is designed without extra stitching or hardware, to create fluid, elegant pieces. The inaugural collection carries a predominantly black and white aesthetic, along with cloud dust and nude colors that hint to the clean, simple, and honest expression of the brand.

The SITA Collection retails for \$165 to \$495 and will launch direct to consumer on [www.sitaactive.com](http://www.sitaactive.com) on January 31, 2019.