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FOR IMMEDIATE RELEASE

Scrubs that Perform: NEW, Redesigned Performance by Urbane Scrubs

Olive Branch, Miss. (January 12, 2020) – Urbane Scrubs, a part of the Landau family of brands, announced the launch of the newly redesigned, innovative scrub collection – Urbane Performance. The collection of new men and women’s activewear scrubs features 4-way stretch, Quick Cool Wicking Technology, and a contemporary fit.

“We redesigned this collection to keep pace with healthcare workers’ active lifestyles,” said Tupita Demirdjian, director of creative design & merchandising. “The updated Urbane Performance collection features our innovative Quick Cool moisture-wicking technology, and has both men’s and women’s styles, making this collection a perfect choice for groups.”

The new Performance collection features an athletic, 4-way stretch fabric and moisture-wicking technology, allowing the wearer to stay focused and comfortable, while also incorporating functional features.

- Quick Cool Wicking Technology
- Athletic, 4-way Stretch
- Featherweight Fabric
- Chemical-free Wrinkle Resistance
- Contemporary & Modern Fit Styles
- 11 Color Options

With a variety of styles, this collection is a perfect option for groups, and features a fabric blend of polyester and spandex, and nylon and spandex, providing extreme stretch and durability, while moisture-wicking panels provide enhanced comfort, ensuring maximum comfort during those long, demanding shifts.

Urbane Performance is sold online and in retail stores across the nation and internationally. Visit <https://www.landaubrandsnews.com/post/scrubs-that-perform/>, or contact Urbane at marketing@landau.com to learn more, view where to purchase the new Performance collection, or if you are interested in carrying this product line.

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About Urbane Scrubs.

You're going places. Urbane Scrubs is not a brand that defines people by age, body type, or job title. We craft scrubs for the style-conscious, empowered person in mind, ensuring all healthcare professionals feel confident and strong—all day long.

Fresh styles never get in the way of function. Urbane is distinctively designed with the special features you love— flattering details, pockets to spare — all in a full spectrum of colors. And while Urbane offers something for everyone, each style celebrates the individuality of the people wearing it

To view our full product line, visit <http://www.urbanescrubs.com/>.