

Bramvik- Zirts set to launch their patent-pending customizable skirts you can rely on

Created as the only skirt that grows with the wearer, who can change the skirt's colors, patterns and length in the blink of an eye to create up to hundreds of different looks with just few Zirts

The World's FIRST and BEST Customizable Skirts



CREATE HUNDREDS OF SKIRT COMBINATIONS
WITH JUST A FEW SKIRTS

Princeton, Mar 2, 2020 ([Issuewire.com](https://www.issuewire.com)) - **Bramvik**, a revolutionary clothing brand, is pleased to announce that they will be launching their patent-pending customizable **zipper skirts**, also known as **Zirts**, on March 4th on [Kickstarter](https://www.kickstarter.com). These highly innovative skirts will bring a new trend to the clothing industry as they allow the wearer to change the color, pattern, and length of their **zirt** to suit their specific tastes and preferences regardless of the occasion or setting. The zirts consist of two styles, straight chino, and A-line, featuring a mini/base skirt in which extensions called tiers can be added or detached by means of premium quality zippers. Each tier is reversible and can be interchanged between **zirts** thus ensuring you never run out of unique outfit options as seen [in this video](#).

As part of the initial launch, Zirts are available in ten solid colors and can be worn with colorful, interchangeable 'tiers' that can be used to create a custom design with any color skirt. Additional solid colors and patterns (prints) will be available later based on the demand.

"We are absolutely thrilled to finally present girls and women with an original, stylish and travel- light dressing solution that will save time, energy and resources as they get ready to face the day," said Rama and Prasad, the creators of Zirts. Whereas the focus is on the durability, comfort, and versatility of the apparel which is specifically designed with the modern woman in mind, all this is without compromising on quality while keeping an eye on adopting sustainable practices. "We want our

customers to creatively embrace their unique personalities through the best way they know how to: through the zirt of their choice!” added Prasad.

Prasad, along with his wife Rama, were inspired by their five-year-old daughter to create the customizable skirts.

“She loves skirts and would always want to wear different variations of them, so I wanted to create something customizable, colorful and fun for her,” he said. “I came up with some sketches and my mother-in-law created our first sample with our sewing machine, and that's how Zirts was born.”

Prasad adds that Zirts are ideal for parents of twins or multiple children, offering each the ability to create their own cute matching look while giving them the ability to choose the colors and prints they love and customize it according to their personality. Also, it's not easy to find skirts for taller girls or women, so Zirts will enable the wearer to increase the length of the skirt as needed by simply attaching the additional tiers.

“We wanted to use a fabric that's comfortable, durable, keeps its shape, and is environmentally friendly, so our obvious choice of fabric was 100% cotton. Cotton is natural, breathable, lasts longer, keeps its shape, and it's easier to wash and care for. Cotton is Hypoallergenic and reduces the risk of infection. That's why cotton is the fabric of choice when it comes to baby clothing. Cotton is 100% biodegradable. Our cotton is produced by **BCI certified farmers**. BCI stands for Better Cotton Initiative which is a holistic approach to sustainable cotton production which covers all three pillars of sustainability: environmental, social and economic!” said Rama and Prasad.

“Zippers are the backbone of Zirts. We have created hundreds of prototypes and tried several types of zippers. We found a perfect zipper that is durable, flexible and lightweight. We're working with one of the major zipper manufacturers in the world. Zippers are specially designed for Zirts. Zippers have been tested and meet human, ecological and CPSIA requirements. Zirts are durable and machine washable!” added the Husband-wife team!

To Rama and Prasad, **fashion** is their ultimate **passion** and they created Zirts to express their artistry. Committed to putting the ‘fun’ in a functional fashion where beauty runs skin-deep through their brand **Bramvik**, the wife and husband team is truly determined to help customers define their sense of style by providing endless options so that they can be their real selves inside, and out. Initially inspired to undertake this creative journey by their daughter's fashion preferences, they are now dedicated to empowering women and girls through intricately designed zirts for both dressing up and dressing down.

To find out more about their groundbreaking **zirts**, visit their website at [Bramvik.com](https://www.bramvik.com).

YouTube: <https://www.youtube.com/channel/UCiMnb4D9YdWwW5klwli0Dkg>





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Source : BRAMVIK

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