

Organic Egyptian Men's Undergarments Brand, KHAM Launches in London



London, United Kingdom Jan 13, 2025 ([IssueWire.com](https://www.issuewire.com)) - London is now home to the world's first 100% organic Egyptian cotton men's undergarments brand, KHAM, which is opening officially to the public on December 9th in London's affluent South Kensington on Brompton Road. Making its debut in London, KHAM is a pioneering brand in the men's underwear market, specializing in 100% organic Egyptian cotton where comfort, sustainability and luxury go hand in hand. Their current product line includes premium quality undergarments from boxer shorts, briefs, and slippers in 4 different colours to undervests and tank tops in 3 different colours. Future product line extensions include socks, joggers and hoodies.

An Egyptian home-grown brand, the name "Kham," meaning "pure," reflects the brand's commitment to sustainability and eco-friendliness. By sourcing high-quality materials, Kham aims to offer a product that is not only comfortable but also environmentally responsible. This innovative approach positions Kham as the first brand of its kind globally, emphasizing both quality and sustainability in men's underwear. The brand's logo and colour palette are inspired by Egypt's expansive White Desert, where limestone is a main natural feature and its rich heritage.

General Manager at KHAM, Laila El Helaly, comments, 'We are incredibly excited to see the brand launch here in London. KHAM has been a culmination of nearly 10 years of intensive R&D and curation so it feels surreal to see it in the hands of its first customers!' She adds, 'We really wanted to offer something different and novel, giving homage to KHAM's Egyptian roots but also being socially responsibly and respectful to the planet with the use of sustainable 100% organic materials.'

KHAM has partnered with global leading brands in the men's underwear space to curate the collection and ensure best practices and quality control in its complete end-to-end design and manufacturing process. Egyptian cotton is superior due to its inherent strength and exquisite softness, which lends itself nicely to curating a collection that is both comfortable and luxurious. The product designs include subtle yet premium details such as the use of Mother of Pearl in the buttons on the boxer shorts.

KHAM will be open for a limited 3 month period with special discounts on offer for first customers so be sure to pay them a visit. With Christmas around the corner, we couldn't think of a better stocking filler gift! Prices start from £11.99 for single boxer shorts up to £35 for multi-packs.

You can find KHAM at 278-280 Brompton Road, South Kensington, London SW3 2AB.

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