

MIKA - PROTECTIVE TRAVEL WEAR FOR THE NEW NORMAL

Self-sanitising, reusable, and water resistant. Powered by HeiQ V-Block and comes with clip-on Face Shield & waterproof Travel Pouch.

KUALA LUMPUR, MALAYSIA, March 16, 2021 /EINPresswire.com/ -- On the 12th March 2021, Fashion entrepreneur couple Melinda Looi and Dirk Luebbert launched the MIKA on Kickstarter. MIKA is a reusable and self-sanitizing Protective Travel Wear powered by HeiQ V-Block, which is an intelligent Swiss textile technology that is added to the fabric during the final stage of the textile manufacturing process. MIKA shields your body from the airborne particles and microorganisms that float in the air. MIKA is also stylish, compact and comfortable – making you ready to face the New Normal. Use it, throw it in the wash and re-use it again...and again.

Quick Facts:

- Self Sanitizing
- Washable / reusable
- Powered by HeiQ V-Block technology
- Unisex styles, namely: the Easy-On Poncho, our Active Tracksuit and our Professional Jumpsuits.
- Colour and 4 print options.
- Also in Kids sizes



MIKA
Protective Travel Wear

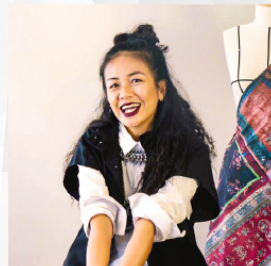
- ✓ SELF-SANITIZING
- ✓ WASHABLE/REUSABLE



THE MAKERS

MEL - THE DESIGNER

Passionate about creativity and helping people!



Melinda Looi or just: Mel as everyone calls her, is an internationally award winning Fashion designer with a 20 years track record. ...yes, she started when she was 6;) She is also a mother of 4 who created PPEs in the thousands for hospital front liners during the heights of the COVID19 pandemic and later returning to business, she asked herself on how to keep her family, friends and customers safe, while also looking great. ...this is how the MIKA was born!

DIRK - THE ENTREPRENEUR

Passionate about business and loves to get things done



Dirk, is a former banker turned fashion entrepreneur, who has been developing an extensive range of fashion brands and products for the last 15 years ranging from organic cotton basics to ready-to-wear and couture fashion lines as well as uniforms and interior design businesses.

-For any occasion from travel to commute to daily errands, also perfect for professionals on the job and on the go.

WHO CREATED THE MIKA? WHY?

MIKA is the brain child of Fashion Designer Melinda Looi and entrepreneur Dirk Luebbert. After volunteering and producing thousands of PPE for frontliners during the peak of the COVID19 pandemic, Mel was looking for a way to keep her family and friends safe and stylish at the same time. This is how the MIKA was born...

Melinda Looi, Fashion Designer & Co-Creator of the MIKA:

“I created the MIKA to protect my family and friends.”

Dirk Luebbert, Fashion Entrepreneur & Co-Creator of the MIKA:

“MIKA is not just a fashionable and very functional apparel, thanks to HeiQ’s V-Block technology it inhibits the growth of microorganism on the fabric”

THE TECHNOLOGY - HeiQ V-BLOCK

In the current world we are more aware than ever on what we touch and what we expose ourselves to. Textiles provide us with the most basic protection to our bodies, ensuring comfort and well-being. But they also provide a large hosting surface for all kinds of microorganisms, some of them are problematic for an extended utilization of the textiles, and these microorganisms can live for days to months on textiles and multiply rapidly!


HeiQ V-Block technology has been tested by internationally reputable and GLP (Good Laboratory Practice) laboratories according to ISO20743 and ISO18184 standards.

More information about HeiQ V-Block:


USA: <https://heiq.com/products/functional-textile-technologies/heiq-v-block/>

EUROPE: <https://heiq.com/products/functional-textile-technologies/heiq-viroblock/>


HEIQ V-BLOCK - QUICK FACTS:




Patent-pending combination of advanced antimicrobial HeiQ Pure TAG silver technology and vesicle booster technology.



Effectively inhibit growth and persistence of microorganisms that uses textile as a hosting surface.



The antimicrobial technology is EU BPR & EU REACH compliant and registered with US TSCA. The active ingredient is registered with US EPA



Effective for at least **30 washes** at 140°F / 60°C.

FEATURES ACROSS ALL 3 STYLES

Features	Poncho	Jumpsuit	Tracksuit
SELF-SANITIZING with HeiQ's V-Block technology	✓	✓	✓
HeiQ V-BLOCK TECHNOLOGY is hypoallergenic & sustainable with bio based cosmic grade ingredients	✓	✓	✓
WATER REPELLENT with a 90 rating as per SGS test report (AATCC 22-2005)	✓	✓	✓
ALWAYS READY Comes with waterproof traveling pouch	✓	✓	✓
SNAP-ON FACE SHIELD For extra protection, when needed.	✓	✓	✓
WASHABLE & REUSABLE	✓	✓	✓
BREATHABLE	✓	✓	✓
SMOOTH ON THE SKIN	✓	✓	✓
ADJUSTABLE SIZING with build-in drawstrings	✗	✓	✓
ADJUSTABLE HOOD with drawstrings & collar compartment	✓	✓	✓
WATER RESISTANT ZIPPERS	✓	✓	✓
RIBKNIT ON WRISTS & ANKLES only on arms for poncho	✓	✓	✓
BREAST POCKETS for passport, phone, pens...	✗	✓	✓
ZIPPER BREAST POCKETS	✗	✗	✓
PANTS SIDE POCKETS	✗	✓	✓
PANTS ZIPPER POCKETS	✗	✗	✓
QUICK XCESS POCKETS see FAQ for details	✓	✗	✗

WHAT ELSE MAKES MIKA SO SPECIAL?

Not just stylish, reusable and feature packed, the MIKA also has an open secret, which is the HeiQ V-Block technology, which gives its fabric the self-sanitizing characteristics.

More information and all features on our campaign site:

<https://www.kickstarter.com/projects/mika-protectivewear/mika-protective-travel-wear-for-the-new-normal>

MARIZZA

MIKA

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[email us here](#)

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