

brrr°X

brrr°X is an engineered X-shaped yarn technology that increases the surface area of yarn filaments to draw moisture away from your skin.

Infused with our proprietary brrr° cooling minerals, brrr°X delivers superior comfort for sportswear, active, and outdoor apparel so you can spend more time doing what you love.

The next evolution of brrr°

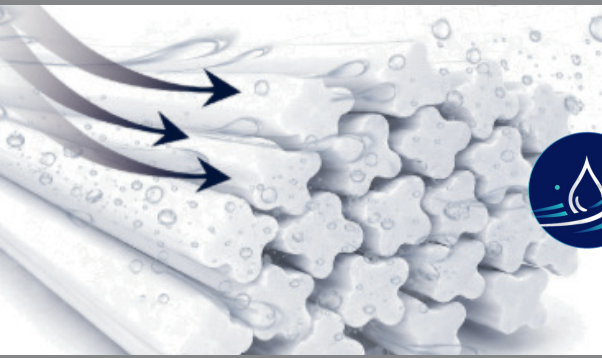


R A P I D
M O I S T U R E
R E L E A S E



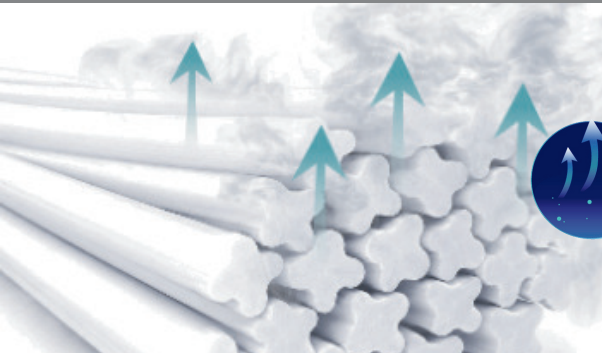
CONTINUOUS COOLING

brrr° minerals deliver a lasting cooling sensation.



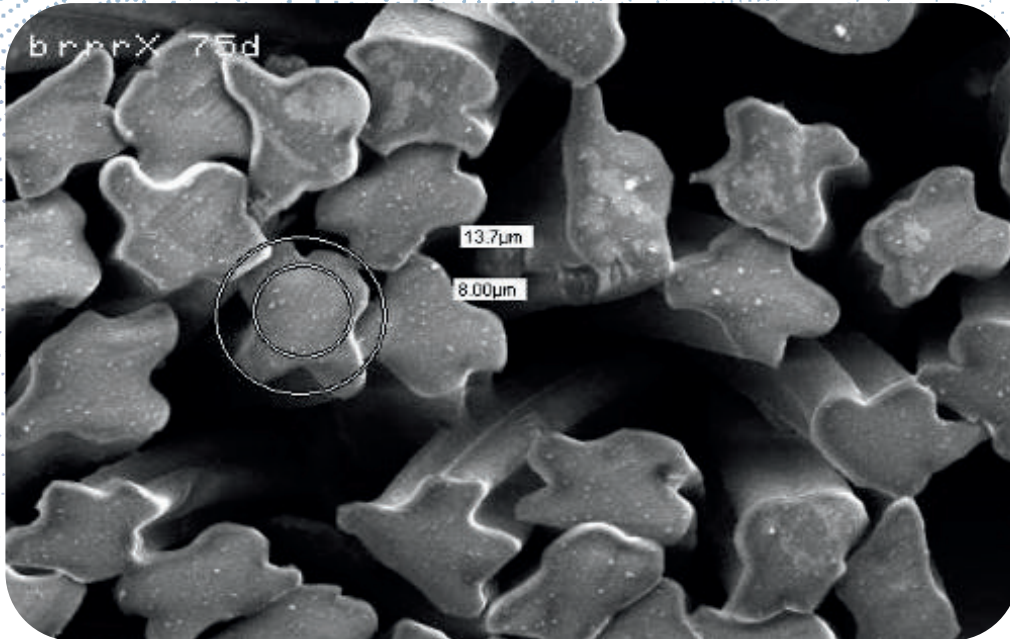
MOISTURE TRANSPORT

Sweat is quickly drawn away from the skin to the fabric surface.

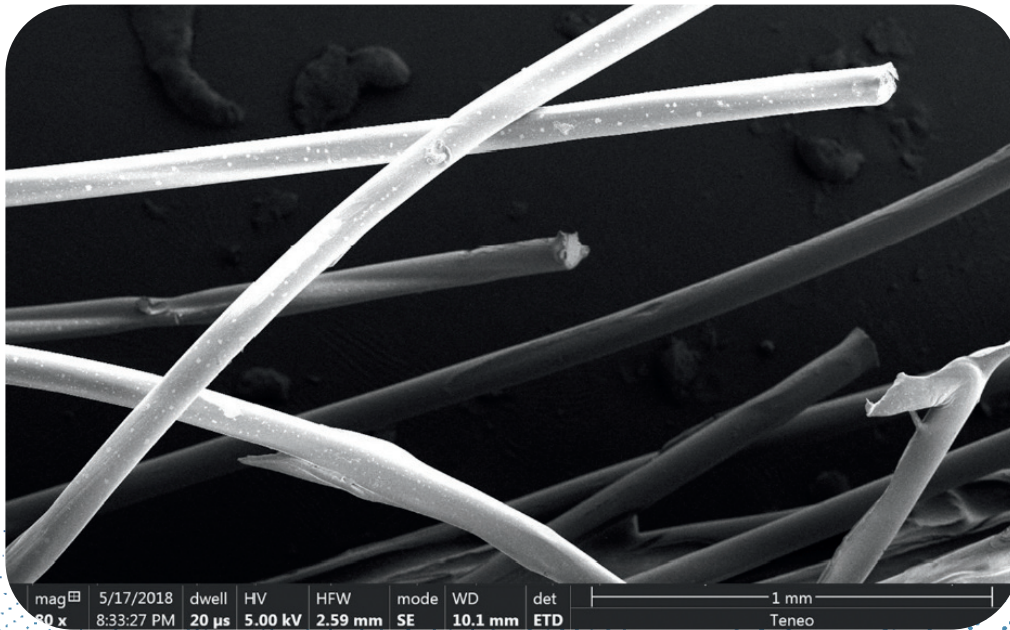


RAPID EVAPORATION

Moisture is released efficiently for faster drying.



**ENGINEERED
X-SHAPE PROFILE**



**PERMANENT MINERALS
EMBEDDED IN THE POLYMER**

