

CORPORE

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CORPORE Wear's U.S. Launch of Popular Posture Shirt Brings Well-Being and Confidence to the Workplace

The launch of CORPORE Wear's posture shirt in the United States means positive, affordable lifestyle changes and improved posture at home, at work, and at the gym.

NEW YORK, NY, April 1st, 2017 - Corpore Wear's posture shirt, is now available for purchase in the U.S. via Corporewear.us and Amazon.com, after several years of success in Europe.

Suitable for office workers, fitness enthusiasts, and people who want to improve their posture, body-awareness, and image, the undershirt retails at an affordable \$44.95. The product is designed in Barcelona, and made in Italy.

The undershirt consists of a smart compression system with two main areas that interact with your body. In this way, Corpore Wear alerts you of bad body positioning, so you can make the necessary adjustments.

Founded in 2013 by CEO Albert Moreno, a Barcelona-based engineer and entrepreneur, Corpore Wear's broad mission is to improve well-being through posture awareness.

"It's time to sit up and pay attention to posture," says Corpore Wear's CEO Albert Moreno. "Good posture is the foundation of positive body language, which accounts for about 90 percent of our communication. It improves self-talk, raises confidence, and even boosts energy levels. Corpore Wear's posture enhancing undershirt helps you to help yourself."

Posture can affect both our self-image and how we are perceived by others, according to a study from Ohio State University, published in the European Journal of Social Psychology. Benefits of a good posture include reduced fatigue and stress on joints, improved muscle efficiency, and less chance of backaches and muscular pain.

Unlike other similar products that focus solely on sports use or are used as corrective medical treatments, Corpore Wear is designed to be an everyday item, as indispensable as a good pair of shoes.

"We live increasingly sedentary lives - and while we might go to the gym, it's not enough when we're hunched up over a screen, or straining our necks looking at cell phones all day", continues Moreno. "This shirt reminds us that taking care of our bodies is a 24-hour job."

ABOUT

Corpore Wear is a producer of posture enhancing clothing that applies slight pressure reminding wearers to adopt good posture throughout the entire day. Founded by chief executive Albert Moreno in 2013, Corpore Wear is pleased to announce its launch in the United States, following success in Europe over the last 4 years.