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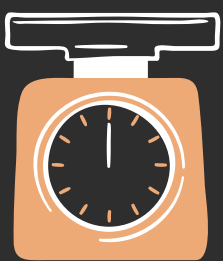
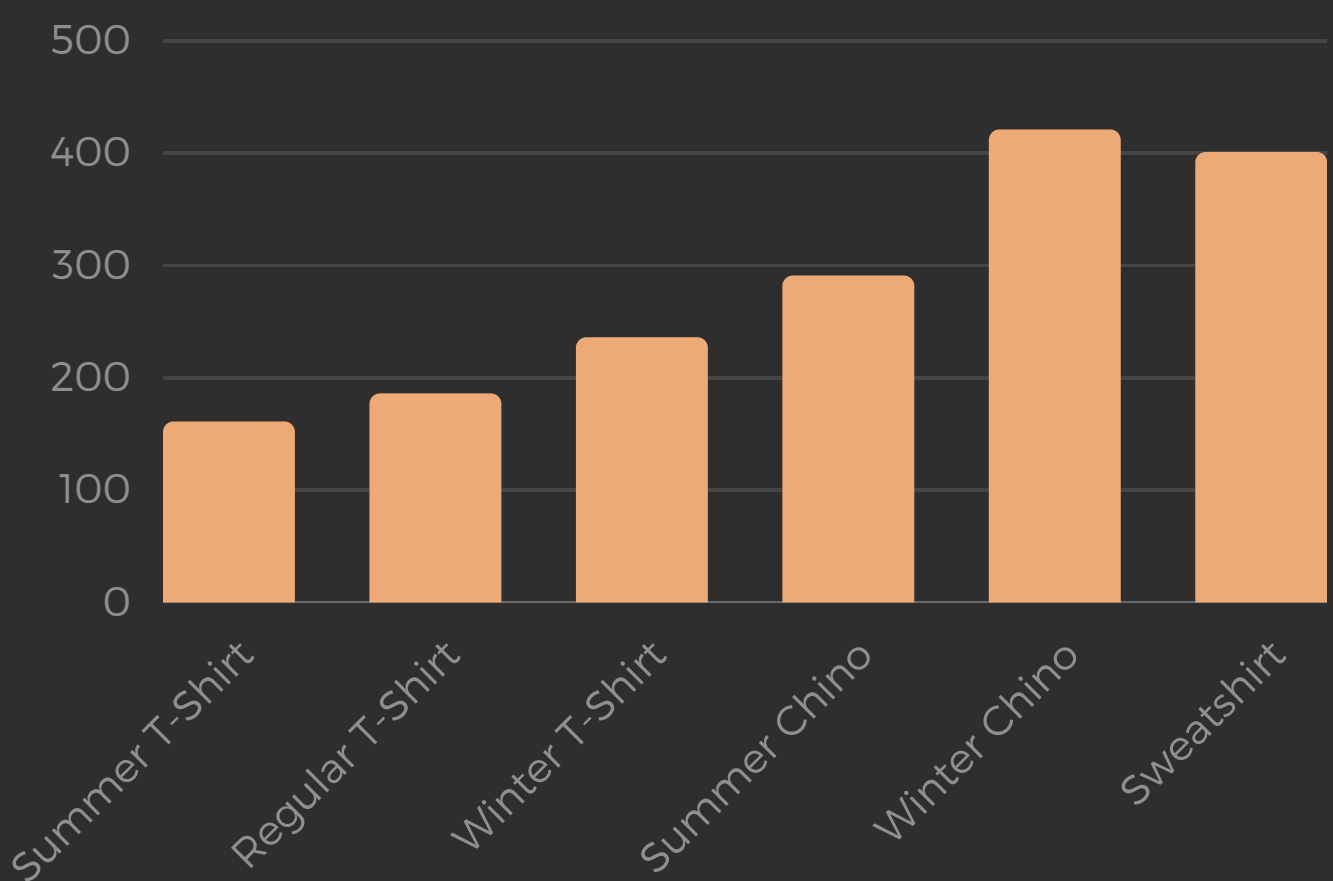
FABRIC WEIGHT: A GUIDE TO GSM

DEPENDING ON HOW HEAVY A FABRIC IS AND HOW DENSELY IT IS WOVEN, THE QUALITY, RESISTANCE AND DURABILITY OF A TEXTILE IS DETERMINED. BUT HOW DO WE KNOW WHAT GSM TO CHOOSE? HERE'S A GUIDE TO GSM SO THAT YOU ARE GUARANTEED TO BUY HIGH QUALITY PRODUCTS.



GSM STANDS FOR "GRAM PER SQUARE METER" (G/M²) AND IS A UNIT THAT INDICATES THE GRAMMAGE OF TEXTILES PER SQUARE METRE. GSM THUS IS USED AS A MEASURE OF THE DENSITY AND QUALITY OF A FABRIC.

GSM FOR DIFFERENT COTTON PRODUCTS & SEASONS*:



MIND THAT LIGHTWEIGHT MATERIALS ARE NOT ALWAYS AUTOMATICALLY FROM LESSER QUALITY. LYOCELL IS A NATURALLY LIGHT FABRIC OF HIGH QUALITY, DURABILITY & SUSTAINABILITY. THE QUALITY OF A PRODUCT THUS DEPENDS NOT ONLY OF THE GSM, BUT ALSO THE MATERIAL.



BESIDES THE CHOICE OF SUSTAINABLE MATERIALS AND ADEQUATE GSM, THE WEAVING TECHNIQUE PLAYS A BIG ROLE IN TERMS OF QUALITY OF A PRODUCT. SWEATSHIRTS SHOULD BE WOVEN AS A FRENCH TERRY LOOPBACK, CHINOS AS TWILL, POLO SHIRTS AS PIQUÈ KNITS & T-SHIRTS AS JERSEY.

*WE RECOMMEND CHOOSING ORGANIC & COMBED ELS COTTON.