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UNIQLO introduces AIRism mask in India

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High-performance offering to help keep people comfortable in challenging times



Global apparel retailer UNIQLO, headquartered in Japan, has launched the AIRism Mask in India. Face masks are a simple and effective means of staying healthy in these challenging times.

Today, face masks have become an essential item and UNIQLO catered to the customer requests and developed a mask that would optimize protection and comfort in daily use. The AIRism Mask reflects the UNIQLO commitment to making everyone's life better through LifeWear.

The AIRism Mask employs a triple-layer structure that enhances the performance that is essential for such items. The center of the mask employs a filter that delivers a bacterial filtration efficiency of 99%, blocking droplets and protecting the skin from bacteria, virus-contaminated particles, and pollen. Sandwiching the filter is AIRism mesh fabric. In addition, the triple-layer structure has a UPF 40 rating, so it cuts 90% of ultraviolet rays.

UNIQLO decided to launch its mask internationally following a release in Japan in June, which proved wildly popular from the first day it went on sale