Kenneth Cole launches new Awear-Tech line at Men's Wearhouse and Moore's

By Obi Anyanwu - November 23, 2016

Kenneth Cole announced on Tuesday the launch of Awear-Tech under the Awearness Kenneth Cole label. The line will be available exclusively at Men’s Wearhouse in the US and online at and Moores Clothing for Men in Canada.

The Awear-Tech Awearness Kenneth Cole line is comprised of men’s suits and clothing that use the 37.5 technology often used in high performance sports apparel, marking the line as the first to offer the technology on tailored clothing. The 37.5 technology removes moisture in the vapor stage before it becomes sweat.

"With the launch of AWEAR-TECH, we look forward to building upon our strong relationship with Men’s Wearhouse," said Marc Schneider, CEO of Kenneth Cole Productions. "This partnership supports our strategic global initiatives, creating tailored clothing for the modern man while also incorporating social consciousness."

The new line is slated to launch in November 2016 and a portion of the proceeds of all Awear-Tech products sold will go to Hire Heroes USA, a Veteran’s transition organization, and Help USA, a housing and supportive services organization to the homeless to help veterans transition back to the workforce.

The launch of Awear-Tech Awearness Kenneth Cole follows the company’s announcement that it would close all but two stores to focus on its e-commerce and international businesses and its licensing deals. The company currently operates 63 outlet stores that will be shut down over the next six months. Two stores will remain in New York City and Arlington, VA.