

Croota: The “Snowy Mountain” Line by Rachel Tallis

Croota Underwear was founded in Australia in 2007. The brand says that, prior to expanding to the United States, “the American male market was (their) second biggest demographic in terms of sales.” Their Russian market was their lead market, with Japan following closely behind the United States. The brand also says that the American customers are happy with the local customer support, as well as the company’s fast delivery services. This month, Croota is moving from their current American location in order to double their warehouse size.

Each of their underwear lines derives from a different inspiration. For instance, the “Tennis Fever” line is said to be inspired by Croota’s love of the incredible sport. The company released this line in August, just in time for the U.S. Open. “Croota Endless” was based off of the inspiration of a spelling bee. The brand says that “... the endless sea of floating letters in the pattern reflect countless letters during a bee.” The “Rasta Amsterdam” line was inspired by the cannabis culture “in the United States, as well as the Jamaican-born Rastafarian Movement’s way of life.” Croota’s new line is the “Snowy Mountain” line. Croota says that “it was inspired by the day and night ambiance of the Australian Snowy Mountain Range, also known as the Australian Alps.” A delicate design of white shorts with a blue snowflake pattern was designed for a subtle look. It includes deep blue piping, with a blue and silver waistband. For a more daring design, they also have blue indigo underwear, which is said to “represent the nighttime elements of a winter snowstorm.”

Most of Croota’s lines are made from 95% cotton and 5% spandex. However, one exception is their “Croota Traveller” line, made of 100% polyester for a silk-like feel. Croota underwear is available locally to all of their customers across the globe. They have offices in several countries, including, Australia, Japan, the United States, the United Kingdom, Russia, and France. In November 2013, the brand will be launching their lines in one of Japan’s largest department stores, Hankyu. Croota says that “as the business adage in Asia goes, if it sells in Japanese department stores, it’s approved quality.”

Is Croota right for you? The brand’s main target market is “fashion forward men looking to update their wardrobe.” Croota says “it is designed for the guy who is always looking to keep things sexy and cool, no matter if he’s in a relationship or single.” Croota allows men to have fashionable and comfortable underwear, or an affordable price. Check out their new “Snowy Mountain” line at www.croota.com or www.croota.us.