

Saint James Launches Glow-In-The-Dark Breton Shirts

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Saint James, the French label famed for its classic Breton stripes and sailor-inspired knitwear, has introduced a fresh innovation: the “Phospho” collection.

This new line incorporates phosphorescent (glow-in-the-dark) elements into its signature items — marking a first for the brand.

What’s in the Phospho Line

Items include:

- The classic marinière (striped Breton tee)
- A sailor’s jumper (knit sweater)
- A beanie hat
- And even a “Toutoupull” designed for dogs.

The Glow Effect & Technology

The glow-in-the-dark effect is achieved through a technical process: a polyester yarn infused with non-toxic mineral pigments that charge in light (natural or artificial) and emit a green-luminous glow.

>According to the brand, after about 3 hours of light exposure, the garment glows upto 1-2 hours.

Why This Matters

- **Innovation meets tradition:** The Breton stripe is a classic, maritime piece of French fashion history; adding phosphorescence gives it a modern twist.
- **Brand differentiation:** By launching a novelty like glow-in-the-dark knitwear, Saint James signals its willingness to experiment and stand out.
- **Cultural resonance:** The Breton has long been a style staple. Making it glow adds a playful, night-friendly element — potentially attracting younger or more style-experimental consumers.
- **Sustainability hint:** While not explicitly stated, the use of durable mineral pigments and focus on innovation may signal efforts to keep garments relevant longer

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