

## Everything Old is New Again: Sansabelt is Back.

Written by Australian Business

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( [PRLEAP.COM](http://PRLEAP.COM) ) NEW YORK, NY - April 5, 2014 - No, it's not a punch line to a joke. Sansabelt pants are back in production after 20 years.

Finding a wrinkle-resistant pant that looked sharp without a belt, on doctor's orders, was a challenge. Then, Peter Schwadel, owner of MPS & Partners had a light bulb moment. He knew he wasn't the only man who loved the feel of sweats and who longed for the same freedom when he wore dressy and casual slacks. He flashed back to that iconic brand—Sansabelt pants, cherished by an entire generation of men for its flexible, high-comfort 2 1/2 inch elastic inner waistband. When he learned the license was available in 2013, he purchased it from Authentic Brands Group. He retooled the label with fresh fabrics and crisp styles, and the new line made its debut at [www.sansabelt.com](http://www.sansabelt.com) in March 2014.

"Looking good and being comfortable are not mutually exclusive" says veteran menswear executive Peter Schwadel, president of MPS & Partners. "In re-branding Sansabelt, we replaced the stiff polyesters of the 80's, with high-tech, breathable poly microfibers and poly wools with a bit of spandex to move with you in the office and on the golf course. The new Sansabelt pant not only drapes well and looks classy, it feels cool on the body."

Plus, what made Sansabelt pants so appealing to men 80 years ago, still holds today—the exclusive elastic inner waistband, which slims the midsection and keeps the wearer looking polished — day into night. Not ready to give up your belt? Optional belts loops are available in the back pocket. Hate dry cleaners? The pants are machine washable. Going places? These pants are wrinkle-resistant.

But here's the real twist: Sansabelt's new hi-tech fabrics and modern lines, including a brand new Slim Cut, all featured at [www.sansabelt.com](http://www.sansabelt.com) , are turning former critics into real fans: Men in their 30's and 40's appreciate the dressier slacks for work, casual fabrics for weekends—and the unrestricted movement, 24/7. Laughs Schwadel, "Orders are pouring in from guys who used to laugh at their father's pants—kinda reminds me of that song, It's Hip to be Square."

Looks like "The most comfortable pant in the world" is on the verge of becoming a household name to a whole new generation.

MPS & Partners, Inc. is based in New York City. Seasoned menswear executive Peter Schwadel has built a number of successful men's apparel businesses over a forty year career. His team purchased the SANSABELT license for North and South America in February 2013

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from Authentic Brands Group, Inc.

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