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PRESS RELEASE

ALBERTO   
  
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ALBERTO Bike

**Bike pants deluxe**

**For a pants specialist with a special expertise in functional clothing, it isn't exactly possible to reinvent the wheel, but it is by all means possible to make riding a bike safer, more comfortable and more stylish. The Mönchengladbach-based pants tailors at ALBERTO show how this looks in practise with their new model 'Bike'.**

Too wide, too narrow, poorly designed seams, questionable style or simply not suitable for all weathers - when it comes to the development and design of perfect legwear for cyclists, the devil is almost always in the detail. With 'Bike'. ALBERTO now presents a pants model that not only leaves nothing to be desired in terms of technology and function, but also scores points along the line in terms of fashion. With their innovative, high-cut seat, elasticated waistband, stretch fabric optimally adapted to the cyclist's movements and an environmentally friendly, completely waterproof and dirt-repellent ecorepel® coating, these pants make any bike ride exceptionally comfortable and perfectly dry. These pants are rounded off by an anti-slip band in the waistband which stops the wearer's shirt from slipping out.

Cleverly positioned reflecting stripes on the back pockets and other reflecting elements in the form of ALBERTO lettering and a stylized bike on the turn-ups make the wearer safer at any time of the day or night, while the bike motifs on the waistband and a thematic leather patch round off the look.

'Bike' comes as jeans or jersey pants in five different fabrics and will be available in selected cycle stores from spring 2016. Recommended retail prices vary from 99 to 129 Euro depending on the version.

The text and image material can be downloaded at:

Pressearchiv.alberto-pants.com

*The ALBERTO label has a long tradition. The brand has been specializing in pants tailoring since 1922. Pants for men. Ever since the early days, the company has been proving that it's got what it takes to create high-quality contemporary fashion: the experience of several generations of perfect craftsmanship combined with technological innovation and an unerring instinct for trends, carefully selected materials and meticulous attention to every detail. In short: a creative process that reflects the sophisticated character of these pants right from the start. No more - and certainly no less.*

**Further information from:**

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