PRESS RELEASE

ALBERTO   
  
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ALBERTO Bike

**Pedalpower**

**From Helsinki to São Paulo, from Seattle to Tokyo: cycling is in. Some 200 years after its invention, the bicycle is re-conquering city centres all over the world. For ALBERTO - the pants specialist with particular expertise in functional clothing - reason enough to make the daily city trip of smart city dwellers safer, more comfortable and above all more stylish. With "Bike" for men and "Bicicletta" for women, the label from Mönchengladbach has developed two collections that not only casually take on all weather conditions, but are also impeccably fashionable.**

**All I wanna do is – bicycle bicycle bicycle**

Fashion meets function. Detail meets quality. Experienced cyclists have long agreed: as the first of their kind, bike pants from ALBERTO play in a league of their own. While conventional pants are quickly overstrained with the movements of city biking and/or leave a lot to be desired in terms of function and appearance, the original styles from ALBERTO prove once again that there is another way.

**High energy pants for men and women.**

Highly elastic *Superfit Gabardine* Chinos, for example, are timeless label classics in blue and beige. A further it-piece for every city cyclist: the extra-light as well as comprehensively heat-regulating and dirt-repellent *3xDRY® Cooler* in black. Rough & Raw is the motto for the jeans. The deep blue and emphatically slim cut version delivers power in the form of *Dynamic Superfit Bi-Stretch* with a degree of elasticity of over 40 percent and thus offers maximum freedom of movement every time you pedal, while the water-repellent *ecorepel® denim* lives up to its status as a real collection highlight. The authentic *eco denim* made of organic cotton and recycled high-tech fabrics also promises optimum freedom of movement with a perfect rebound and a super soft feel. This season's *Runner* pants are also breathable, quick-drying, water and UV-resistant. Made from Revolutional® fibres, these pants are powerful in all weathers, but are still a real lightweight. And finally, there's the *Dynamic Superfit Coolmax Denim*, a functional, breathable pant that looks like a pair of jeans on the outside, while cooling, fast-drying Coolmax fibres on the inside wick moisture away from the skin in a flash - perfect as shorts or as a long version. The mix with Dynamic Superfit & Luxury T400 fibres guarantees optimum freedom of movement with maximum shape retention.

**Ready for anything**

But of course, the original bike pants from ALBERTO aren't just high-end materials that can take on any weather condition and cover at least 3,000 km before the first signs of fatigue appear. The pants also score stylistically across the board. For example, the innovative, high-cut cut in the seat area and an integrated slip band on the waistband reliably prevent the shirt from slipping out. Cleverly positioned reflective stripes on the backpockets as well as reflective elements in the form of an Alberto logo, a stylised bike and/or narrow stripes on the trouser turn-ups also ensure more safety at all times of the day. The look is rounded off by a leather patch with theme embossing and a waistband with bike illustrations.

**The text and image material is available for download at:**

**Pressearchiv.alberto-pants.com**

*ALBERTO is a cultural pants label in motion, developed for people in motion. People for whom quality, comfort and freedom play an important role, people who seek relevance and find style. Founded around 100 years ago with the aim of becoming a dynamic, innovative presence in the international fashion world, constantly setting new standards, the brand has remained true to its founding ethos to this day. Contemporary craftsmanship and design bear witness to this, as do the company's own concept store and the use of intelligent, voice-controlled interaction systems. Thus, what began as a small pants manufacturer has long since arrived in collections - for urban bikers, for example: A brand that has made it its mission to anticipate the needs of its customers and combine them into an inspiring lifestyle concept that transcends all trends.*

**For more information:**

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