PRESS RELEASE

ALBERTO   
  
Mönchengladbach, 07/04/2022

ALBERTO feat. 140Fahrenheit

**Born & Finished in Mönchengladbach**

**A family-run specialist that's been thriving on the market for 100 years can justifiably say that they've got things rolling in the long term. This is true once again for Born & Finished, the brand-new bike pants that were created in collaboration with 140Fahrenheit, that the Mönchengladbach-based pants label is launching as a gift for itself and others on the occasion of the company's anniversary. In more than one way, in fact.**

**It’s all about balance**

Cycling is probably the ultimate statement when it comes to the environment, health and urban mobility. "As a forward-looking company, we need to jump on the saddle and literally get sustainable trousers on the track," explains Marco Lanowy, Managing Director of ALBERTO. And that's exactly what Born & Finished is all about. Created in the think tank of the pants label, where progressive ideas have always occupied a large space, and finished right near the label's headquarters.

**New Kid in town**

Incidentally, this finishing process sets completely new standards in terms of sustainability and resource conservation. The company responsible for this is 140Fahrenheit, the smart GOTS-certified Mönchengladbach-based start-up of brothers Felix & Max Holtgrave, who've been able to revolutionise denim finishing thanks to ecological laser, washing and water recycling technologies. You won't find conventional chlorine bleaching, stonewash and scraping processes there. Instead, the innovative newcomer relies on lasers, GOTS-certified enzymes and ozone for the Born & Finished bike pants by ALBERTO. What's more, you need 75 per cent less water than with conventional processes. The power comes exclusively from regional wind farms anyway, and soon from the company's own solar plants. "A forward-looking approach that everyone can take with a clear conscience: We, our customers and the entire industry. Especially since 140Fahrenheit is also located in Mönchengladbach. This saves long transport routes and, as self-confessed local supporters, we can also do something good for our city," enthuses Marco Lanowy.

**Pants that matter**

Last but not least, the new bike pants made of 98 percent organic denim and 2 percent recycled elastane satisfy every technical and functional demand: For example, the innovative, high cut in the seat area and the stretchy waistband. Or the bi-elasticity, that's optimally adapted to cyclists' movements and allows city cyclists to cover several thousand kilometres in comfort before the trousers show the first signs of fatigue. Finally, the cleverly positioned reflectors on the cuffs, the terrycloth-lined trouser pockets and the anti-slip band integrated into the waistband, which prevents the shirt from slipping out annoyingly - clever features that make the pants the ideal sidekick for demanding cyclists. A real gift! In so many ways.

The Born & Finished Bike Pants will be available from June.

[**www.alberto-pants.com**](http://www.alberto-pants.com)[**www.140fahrenheit.de**](http://www.140fahrenheit.de/)

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

**Pressearchiv.alberto-pants.com**

*ALBERTO defines itself as a culturally influenced pants label on the move, developed for people on the move. People who value quality, comfort and freedom, people who seek relevance while finding style. Founded around 100 years ago with the aim of becoming a dynamic, innovative presence in the international fashion world while constantly setting new standards, the brand has remained true to its founding ethos to this day. Contemporary craftsmanship values and design bear witness to this, as does the company's own concept store or the use of intelligent, voice-controlled interaction systems. What began as a small pants manufacturer has long since evolved into collections - for urban bikers, for example: A brand that has made it its mission to anticipate its customers' needs and combine them into an inspiring lifestyle concept that stands its ground regardless of trends.*

**Für more Information:**

HOPFER Public Relations

Mona Meier, owner

Panoramaweg 6, 78727 Oberndorf a. N.

Tel: +49 7423 8758752

mona.meier@hopfer-pr.de

hopfer-pr.de

ALBERTO GmbH & Co. KG

Marco Lanowy, Managing Director

Rheydter Strasse 19-31, 41065 Mönchengladbach

Tel: +49 2161 819253

lanowy@alberto-pants.com

alberto-pants.com