PRESS RELEASE

ALBERTO   
  
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ALBERTO Bike: Winter Collection 2023

**Pants for up-and-comers**

**It's easy on your nerves, your wallet and the environment, strengthens your body and mind and it's also loads of fun. No question: cycling in the city rocks! Especially when there's nothing to restrict your pedalling. For example, thanks to pants that function like sportswear but look like streetwear. Pants from ALBERTO Bike. They're high-tech in its purest form, but also deliver the ultimate in style. It goes without saying that the original bike pants from the Mönchengladbach label are perfectly adapted to the movements of cyclists thanks to their high cut and stretchy waistband.**

**There’s no but**

Frosty temperatures and cold, damp fog rarely encourage you to get on your bike and cycle to the office in the morning and back in the evening. If you've always considered autumn and winter to be the off-season, the new "Coffee Pants" from ALBERTO Bike are a must-have. The name says it all, as coffee charcoal particles have been incorporated into the pants for cyclists. In a complex process, dried coffee beans are carbonised through intensive roasting and then ground into powder. This brings immense advantages for the wearers: coffee charcoal isn't just a renewable raw material, it also acts as a natural insulator. On cool days, the new bike pants are as warming as a freshly brewed, steaming espresso double-shot and also provide better temperature regulation overall. What's more, the fascinating pants, available in azure blue, navy and black, have antibacterial and deodorising properties. On top of that, ALBERTO has given them a water-repellent surface and an incredibly tasty look. The men's "3xDry Cooler" in black is just as clever, combining two innovative technologies: First, there's the innovative 3xDry Cooler fabric made of hollow fibres transports moisture directly to the surface, where it evaporates in no time. Secondly, the special finish reliably repels dirt and water. Since moisture can't get trapped either from the inside or the outside, the intelligent pants avert unpleasant chills in all conditions.

**Be sure!**

As a cyclist, you absolutely need extra visibility. Especially in the evening and when the days are shorter. That's why ALBERTO provides cyclists with cleverly positioned reflectors on loops, back pockets or the hem for more protection in road traffic. Of course, this also applies to the "Jump" model in military and black, whose reflective drawstring can be concealed or visible, for more attention. The "Limit" also has reflective transfer prints on the leg cuffs. The tightened trouser legs don't just keep from getting caught in the chain, they also prevent the wind from blowing into the pants from below. The D-ring on the back belt loop certainly plays a supporting role. You can attach your key ring to it so doesn't get in the way of the pockets and won't get lost. What both pants have in common is that they're made from technically high-performance Revolutional jersey, which makes them water-repellent, breathable and quick-drying, and they also protect you from dangerous UV rays. The following applies to both styles: Sorry, for men only.

**Bike denim – everything but ordinary**

The original bike jeans by ALBERTO are more than just a fashion statement for cyclists. They're iconic. While virtually indestructible, they make no compromises when it comes to comfort. For example, "higher at the waistband at the back and lower at the front" promises the finest bike fashion tuning. And that's exactly what it is. Because there's nothing to constrict the midriff, but at the same time it reliably prevents your shirt from slipping out or exposing the back and bottom. Another secret: materials that have it all. The "Super Stretch Coolmax® Denim" made of Luxury T400 fibres from the current winter collection 2023, for example, is super light, breathable and keep the wearer comfortably Thanks to the vintage wash, they also look really hot. In terms of elasticity, the "Super Stretch Dual FX" and "Bi-Stretch Denim" take things up a notch. Specially designed for urban travellers, the bike jeans – sometimes clean, sometimes vintage washed – provide maximum freedom of movement combined with perfect rebound and an extra soft feel. One brand new addition to the range is the "Tencel Denim". The material mix of cotton, Tencel and T 4000 yarns dries in no time and also promises maximum comfort. ALBERTO's "No Cotton Denims" are back in the race. Woven from the natural fibre Tencel and recycled polyester, the pants with blue or black vintage wash look like a normal pair of jeans, but are also breathable, soft to the touch and hard-wearing. They're also a step ahead when it comes to sustainability. This is because Tencel is made from sustainably sourced wood, is biodegradable, which conserves our resources. The high level of comfort results from a silky-smooth surface that quickly transports moisture away from the body. As a result, the fibres have a warming effect in cold temperatures and a cooling effect in hot weather. This has the advantage that the body temperature can be kept almost constant during active movement. And the best thing is that no finishing chemicals are needed to ensure the high level of functionality. ALBERTO also knows how to sustainably inspire with its "Eco Denim". The bike pants made of 93 percent organic cotton, 5 percent recycled polyester and 2 percent elastane are finished using revolutionary, ecological laser and emery techniques. The result is something to be proud of. In every respect. Already visually impressive, the Eco Denim also boasts an astonishing eco-balance when it comes to saving water, electricity and energy. With the exception of the Super Stretch Coolmax® Denim, all models are available for both female and male bikers.

**Be prepared**

Unplanned business meeting, spontaneous after-work dinner with colleagues, last-minute stand-in at parents' evening: the day can be full of surprises. If you want to be prepared for everything, go for chinos tomorrow. Combined the right way, they can be worn anywhere and at any time. Even on the bike and without sacrificing functionality. At least with ALBERTO. This is made possible by the "Super Stretch Broken Twill" – in classic beige or navy – which doesn't just offer cyclists the highest level of style, but also protection from the elements thanks to carefully selected high-tech materials and sophisticated features. So get on your bike, come what may. There's no but.

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

**The text and image material is available for download at: Pressearchiv.alberto-pants.com**

*ALBERTO considers itself 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 raising the bar, 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 been incorporated into collections – for urban cyclists, for example: A brand that's made it its mission to anticipate the needs of its customers and combine them into an inspiring lifestyle concept that transcends all trends.*

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