PRESS RELEASE

ALBERTO   
  
Mönchengladbach, 13/01/2023

ALBERTO Bike Summer 2023

# **JEANS & PANTS – THE ORIGINAL**

**Smart, stylish and just reliable - with its innovative bike pants ALBERTO has set new standards in cycling clothing in recent years. Now, with the styles for the 2023 summer season, they're stepping it up a notch.**

The highly elastic, water-repellent, breathable and quick-drying WR Revolutional® has been expanded to include the new 'Bike-Zipp' chino, which features two seamless zippers on the front pockets as well as two side zipper vents at knee level lined with mesh. Also available for the first time for female cyclists: a pair of jeans made from ecorepel® denim, the regular-fit, high-waist 5-pocket 'Bike Jana'. The Bamboo Denims are brand new and already they're a real highlight. The jeans are made from a sustainable mix of organic cotton and bamboo fibres. Besides their extreme durability, they're also temperature-balancing, antibacterial, quick-drying and protect against UV radiation. For the launch, the newcomer will be available for men as 'Bike' and 'Speed' and for women as 'Bike Jana'. Still fresh: Born & Finished pants, developed in collaboration with Mönchengladbach-based textile start-up 140 Fahrenheit. Only lasers, GOTS-certified enzymes and ozone are used in finishing the pants, which are made from 98 percent organic denim and two percent recycled spandex, reducing water consumption by 75 percent compared to conventional processes. The energy needed is sourced exclusively from regional wind farms. All cycling models feature an integrated anti-slip band, stretchy waistband, high cut design in the seat area and cleverly positioned reflectors on loops, back pockets and hem.

The text and image material is available for download at:

press.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 cyclists, 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.*

**For more information:**

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