PRESS RELEASE

ALBERTO   
  
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ALBERTO BIKE Collection Summer 2024

**Bike-o-logy!**

**When it comes to the efficient design of the perfect pants for cyclists, challenges lurk in almost every detail. They must not be too tight, too wide and the fit has to be perfect. Coming up with the best style and unlimited functionality are other hurdles. ALBERTO Bike is the answer to all of these questions. With our exclusive cycling pants collection for the 2024 summer season, we will once again present styles from bicyclists for bicyclists, which address all of technical issues, while they are also compelling in design and style.**

**Men**

**Bike Pants**

Spending summer on the bike and don't have the perfectly fitting chino bike pants? Unimaginable! In the upcoming season, we are going into the race with three stunners. The highly elastic and amazingly soft **Super Stretch Broken Twill** with T400 fibers is impressive thanks to its optimum freedom of movement and perfect recovery. They are presented as the 'Bike-Chinos' in regular length as well as 'Bike-Chino-K' shorts, in beige and navy with attractive vintage effects. An absolute classic in the ALBERTO Bike range is the extra-lightweight as well as all-around heat-regulating, breathable and dirt-repellent **3XDRY® Cooler**, which will be available in the summer of 2024 as the 'Bike' in black. Another highlight: the breathable, water-repellent and fast-drying **Revolutional® WR**, which also scores with comprehensive UV protection. Here we have expanded the range with the 'Bike-Jump' drawstring chino, the 'Bike-House-K' drawstring Bermuda, the 'Clay' cargo, which also comes with the drawstring, as well as the 'Limit' with D-ring for secure storage of keys on the rear belt loop and reflective posts on the hem, not only in a variety of styles, but also with many colors. The palette of hues ranges from muted beige, black, military and navy to a fresh bright green and royal blue.

**Bike Jeans**

They are not only sturdy & tough, but also impress in terms of style and functionality - our bike jeans have long become must-haves for everyday life among cycling enthusiasts. Hence, for the summer of 2024, we have once again vastly expanded our bike jeans collection. With the **Bi-Stretch Denim** and the **Ecorepel Denim**, two classics are entering the race. The former offers maximum freedom of movement with every pedal stroke. It is called the 'Speed'. The latter, in a robust raw look with a beige-colored inside as 'Bike' and - brand new - as casually cut high-waist pants 'Bike-Neil' with their soilage and water-repellent surface, ensures fun on the bike even in the rain. Thanks to incorporated luxury T400 fibers, which lead the pack in terms of stretch finesse is the **Super Stretch Dual FX**. The quick-drying pants are available as the 'Bike' in gray as well as in a black-blue vintage wash. Their cooling effect makes the breathable, highly elastic and quick-drying **Super Stretch Coolmax® Denim** the first choice on particularly hot days. For next summer, we're showing the jeans as 'Bike' and 'Bike-K' Bermuda shorts in a rocking black on black look. Did someone tell you that jeans made of fabric other than cotton would not work? Well, the **No Cotton Denim** proves otherwise. With a decidedly soft feel and high durability thanks to **Tencel™** and recycled polyester, the 'Speed' in an indigo and a black vintage wash is an absolute hit. Brand new and a real highlight: the 'Speed' in **Racer Denim**. This item, specifically developed for cycling, uses an innovative tech fabric from the renowned Isko denim weaving mill. Hence, the pants are not only mega-elastic, super light and absolutely resistant to bulking out, they are also breathable, quick-drying and water-repellent. For the launch, we will present this style in the traditional raw look.

**Women**

**Bike Pants**

For female cycling enthusiasts a bike chino is also an absolute essential for the closet. Next summer, the extra-lightweight and completely temperature-regulating, breathable and dirt-repellent **3XDRY® Cooler** will be a real classic in the ALBERTO bike range. Designed as a slim-fit 5-pocket 'Marta', the pants are available in either navy or black.

**Bike Jeans**

Robust and highly functional bike jeans have long been an indispensable part of any cycling line. Consequently, as is the case with our models, the fashion sophistication is also perfect and it does so much more. As a slim fit 5-pocket 'Marta' in a vintage wash, the **Bi-stretch Denim** not only offers maximum freedom of movement, but also scores with a wonderfully soft feel. Of course, our **Ecorepel Denim** is back as well. For summer 2024 we present the ALBERTO classic with its soilage and water-repellent coating as a regular fit 'Bike-Jana' in a raw, deep blue look with beige on the inside. When it comes to sustainability, nothing and no one rivals the perfection of our **Eco Denim**. Amazingly, to make these pants, we use 89 percent less water, 66 percent fewer chemicals, 18 percent less electricity and 35 percent less heat energy compared to conventional options. The green all-rounder is available as a 'Bicicletta' in a vintage look. Looking for the perfect cycling jeans for truly any kind of weather? In this case, the highly elastic **Super Stretch Coolmax® Denim** is your best choice. This smart exceptional fabric, which will be available as the 'Bike-Jana' and as the 'Bell-K' Bermuda in rocking black on black, is definitely breathable and quick-drying, but so much more. Thanks to the cooling effect, the pants also guarantee the best wearing comfort on hot days. The **Super Stretch Dual FX** provides the necessary fashion appeal on the bike. Incorporated Luxury T400 fibers ensure maximum freedom of movement, an extra soft feel and perfect recovery. These quick-drying jeans come in the 'Marta' version and as a brand-new, emphatically casual cropped high-waist model called 'Bike-Lia-CR' in a gray and a black-blue vintage wash. Very fresh in the program: the Racer Denim. The tech fabric developed by the renowned denim weaving mill Isko especially for cycling makes these jeans not only mega-elastic, super-lightweight and absolutely resistant to bulking out, but also breathable, quick-drying and water-repellent. For the launch we are introducing a deep blue raw version of the 'Bicicletta'.

Photos: Patrick Lanowy, Thomas Hoeffgen

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*ALBERTO understands its role as a culturally iconic pants label on the move, developed for people on the move. People for whom quality, comfort and freedom play an important part in their lives, people who seek relevance while finding style. Founded around 100 years ago with the goal of becoming a dynamic, innovative presence in the international fashion world while continuing to set 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 as well as the use of intelligent, voice-controlled interaction systems. What once started out being a small pants manufacturer has long since been incorporated into collections - for urban cyclists, 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 possesses a legitimacy beyond all trends.*

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