PRESS RELEASE

ALBERTO   
  
Mönchengladbach, December 9, 2021

ALBERTO Bike: Winter Collection 2022

Pedal Power Pants!

**Whether you are headed out to cover a long distance trail or take a quick loop through the streets of downtown – the bicycle is becoming an ever more important and smart alternative to driving a car or taking a ride on means of public transportation. It boasts a small environmental footprint and riding eases tensions, given that mounting your bike means you won’t have to trouble yourself with looking for a parking spot. With its exclusive Bike Pants, ALBERTO once again supports this development in the 2022 winter season and delivers styles that combine exacting functional demands with exceptional fashionable looks.**

**Men**

**Bike Pants**

Are you ready to saddle up your bike in the fall and winter season? The Chino Bike Pants eradicate any concerns about the cooler weather since they provide comprehensive protection from wind and other weather elements thanks to carefully selected tech qualities and refined features. All of this is paired with great styling. The super elastic Dynamic Super Fits featuring Luxury T400**®** Fibers are compelling thanks to their soft-to-the-touch finish and relaxed casual look. The “Bike Chino” is available in beige, navy, military and dark gray. The Reflective Jersey is a brand new addition that comes in a highly elastic “Jump” style featuring ultra-reflective glass beads to minimize the risk of accidents at dawn or dusk. A proven model is once again part of the collection: the ultra-lightweight and super heat regulating, dirt repelling 3xDry**®** Cooler is available as a “Bike” bestseller and as a tapered fit “Robin” in blue and black. Additions to this line include the breathable, water repellent quick dry Revolutional**®** WR that also delivers UV protection and comes in the “Jump,” “Runner,” “House-BO” and as a new slim fit cargo model called “Clay” that boasts a draw-string.

**Bike Denim**

Bike Jeans are the true trend of the season. For the 2022 winter season ALBERTO introduces the fully functional and stylistic portfolio of blue Gold. The extra lightweight, elastic Dynamic Super Fit Coolmax® Denim featuring Luxury T400® Fibers is breathable and is available as a “Bike” and “Speed” version in dark rinsed and a blue/black vintage wash. We take it yet another step further in terms of stretch finesse with our Dynamic Super Fit Dual FX in the “Bike” version. Premium fabric qualities are combined with a highly level of stretch and authentic vintage washes. New Heritage Denim is a particularly elastic and sturdy denim made of an organic cotton / Tencel™

Blend available as a “Bike” in two 80s washes. With the Dynamic Super Fit Bi-Stretch Denim and the Ecorepel Denim, ALBERTO is sending two classics off to the races. As a “Speed” in two vintage and one rinsed wash, the former boasts a stretch rate of more than 40 percent to allow for maximum room of movement every time you push the pedals. As a “Bike” the latter ensures that you will have fun riding when it rains since it boasts a dirt and water repelling surface finish. Ready to take on freezing temperatures? With the ultimate jeans to wear in inclement weather, the Rain & Wind Fighter Denim, you can do so with ease. The wind and waterproof breathable surface finish of these pants styled as “Bike” models, you will be protected from precipitation while the thermal interior lining will keep you warm. A completely new addition to the line: the No Cotton Denim. Made entirely of Tencel™ and recycled polyester, “Speed” will win your approval thanks to its ultrasoft feel and extreme sturdiness. It is available in a rinsed, vintage and vintage black/black wash. The Eco Denim is an absolute highlight. Made of organic cotton and recycled polyester, innovative finishing techniques make it possible to use 89 percent less water, 66 percent fewer chemicals, 18 percent less electricity and 35 less heating energy in its production. These pants are available in the “Speed” version in one vintage wash.

**Women**

**Bike Pants**

Highly functional, with an intense love for detail and extremely stylish – ALBERTO Bike Chinos are the first choice for fashion conscious women bicyclists – also during the cool and cold seasons of the year. There is a good reason for that, as evident from a glance at the 2022 winter season collection. Featuring Luxury T400**®** Fibers, the super elastic Dynamic Super Fits are making their debut as a brand-new style called “Alina.” These pants are high rise and have wide legs that taper off towards the bottom seam. The pants experts are betting on deep fall colors - beige, navy, dark gray and military. This also applies to the 3xDry**®** Cooler version. The heat regulating and dirt repellant pants are available in the “Marta” version and, as a brand-new option, as slim fit pull-on pants called “Lucy-SF” with reflective side strips in black and marine.

**Bike Denim**

The pure denim look is unrivaled also when it comes to biking. And if the bike jeans also come with perfect functions and details – who could resist! The breathable and extra lightweight Dynamic Super Fit Coolmax**®** Denim featuring Luxury T400**®** Fibers compels wearer with its high degree of stretch in the “Marta” style, and, brand-new as a “Carina” in a high rise 5-pocket style with wide legs that taper off to narrow in the bottom. Both models are available in a raw look and blue/black vintage wash. The Dynamic Super Fit Bi-Stretch Denim in the “Marta” category in two vintage and one clean rinse wash as well as the Dynamic Super Fit Dual FX Denim, which features highly elastic Luxury T400**®** Fibers for maximum freedom of movement, are already well established classics. Making its debut is the brand-new 5-pocket style “Lea” in black, vintage blue/black and two authentic indigo washes. An authentic jeans look meets maximum fabric support in the Rain & Wind Fighter Denim, which is the first choice whenever the weather outside is truly frightful. Designed as a “Bici” the breathable, wind and waterproof surface will keep you dry and the thermal interior lining will make sure you are warm. Boasting two extravagant washes, the New Heritage Denim made of highly elastic and especially tough an organic cotton / Tencel™ blend brings the 1980s back to life under the “Carina” name. Jeans that do not contain cotton? Is that even possible? In fact, it works very well, as evident from the No Cotton Denim. Super soft to the touch and extremely sturdy thanks to Tencel™ and recycled polyester, the “Bicicletta” delivers an absolutely on point pair of jeans that comes in a rinsed, vintage and vintage black/black wash. Using 89 percent less water, 66 percent fewer chemicals, 18 percent less electricity and 35 less heating energy in its production – die Eco Denim made of organic cotton and recycled polyester is a groundbreaker for the green future of jeans. These pants are available in a vintage look under the “Bicicletta” name.

The text and image material is available for download at:

Pressearchiv.alberto-pants.com

*ALBERTO considers itself a cultural pants label that moves forward, developing solutions for people in motion. People who put a lot of emphasis on quality, comfort and freedom. People who strive to be relevant and find their own style.   
Established about 100 years ago with the aim to become a dynamic and innovative presence in the international fashion world while always setting new standards, the brand has, to date, remained true to its founding ethics. Contemporary craftsmanship values and designs bear witness to this, as does the company’s own Concept Store or the use of intelligent voice controlled interaction systems. Hence, what once began as a small pants tailoring facility has long become a part of collections – for instance for urban bikers: a brand that makes it its ultimate goal to anticipate the needs of its customers and consolidate them into an inspiring lifestyle concept and a brand with a purpose beyond all trends.*

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