



THE WORLD'S
STRONGEST DENIM

BIKER'S EQUIPMENT: ARMALITH® 2.0 GOES FROM STRENGTH TO STRENGTH

ARMALITH® 2.0 denim fabric is winning over a growing number of major players in the motorcycle world. This international recognition is allowing the world's strongest fabric to escape its status as a raw material and finally take its place in the limelight.

Harley-Davidson has adopted this protective second skin by interpreting it according to its own codes. Ever faithful to its own image, the Milwaukee icon offers high-end American cut jeans dedicated to its FXRG technical collection.

As for Hinckley, Triumph stays in line with its company's DNA with simple and elegant jeans that are in the spirit of its neo-classical motorcycles.

Staying in the denim department, two German brands have contributed to the emergence of Armalith® : Vanucci offers a traditional cut, while Held, crowned best motorcycle jeans manufacturer by Motorrad in 2019, cultivates a no-frills biker spirit.

A newcomer to the Armalith® galaxy, the legendary Italian brand Dainese is launching three denim models that combine fashion and high technology for everyday use.

In Switzerland, The Rokker Company is taking it to the next level by protecting tops too. It's perfectly coordinated jackets and jeans gave birth to their technical line : Rokkertechn.

In France, three brands are attracting attention. Bolid'ster presents a jacket and a wide range of 100% Armalith® men's/women's jeans that meet the expectations of hard-core motorcyclists and even fans of new urban mobility. Making full use of the protective qualities of this denim, Bolid'ster even offers a pouch so you can open your oysters in complete safety!

2MileSix is another remarkable brand, that stands out with jeans specially tailored for women from six previously identified morphological types. They are ideal to fit feminine curves and combine style and protection.

Helston's offers 100% Armalith® jackets and elegant two-component Mesh/Armalith® summer jackets.

Pure leather specialists are also now adopting this unique denim fabric, which shares the same mechanical resistance qualities. As proof, Thedi Leathers, the mythical leather specialist based in Thessaloniki has taken the plunge. They are launching an Armalith® denim jacket with leather inserts, in the purely vintage style for which they are famous.

Even more surprisingly, Armalith® has arrived at the Cirque du Soleil, which has adopted it for its stuntmen's protective gear!

The world's toughest denim is not just for motorcycling. A lighter version of Armalith® 2.0 is available with a triple objective: to appeal to more generalist designers, to meet the expectations of users of new urban mobility in terms of fashion and protection, and to continue to expand its fabric's reach.

Technical information : www.armalith.com

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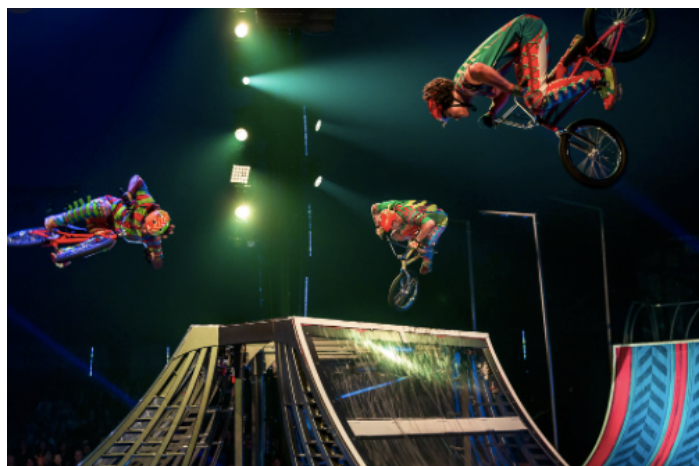
Thedi Leathers



Held and Motto Wear



The Rokker Company



Cirque du Soleil



Harley Davidson



2MileSix

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