

PRESS REVIEW 2006-2026

ARMALITH®

The World's Strongest Denim



20 Years of Global Editorial Presence

20

YEARS

of continuous coverage

~1,800

MEDIA COVERAGE

records: print · web · broadcast · official partner pages

20

MARKETS

on six continents

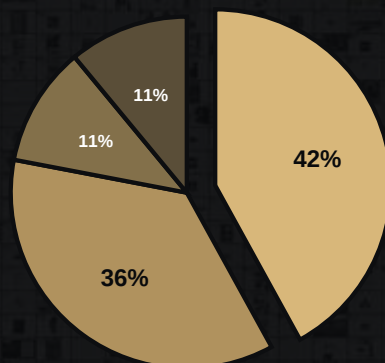
€2,168,191

EDITORIAL VALUE

editorial only, excl. ad & PR spend

Twenty years in, a fabric becomes an ingredient brand: known by name, chosen by makers, tested and worn by riders.

The five press families shown on the following pages account for 1,353 of these records; the remainder is broadcast, web reviewers, forums and the partner brands' own pages.

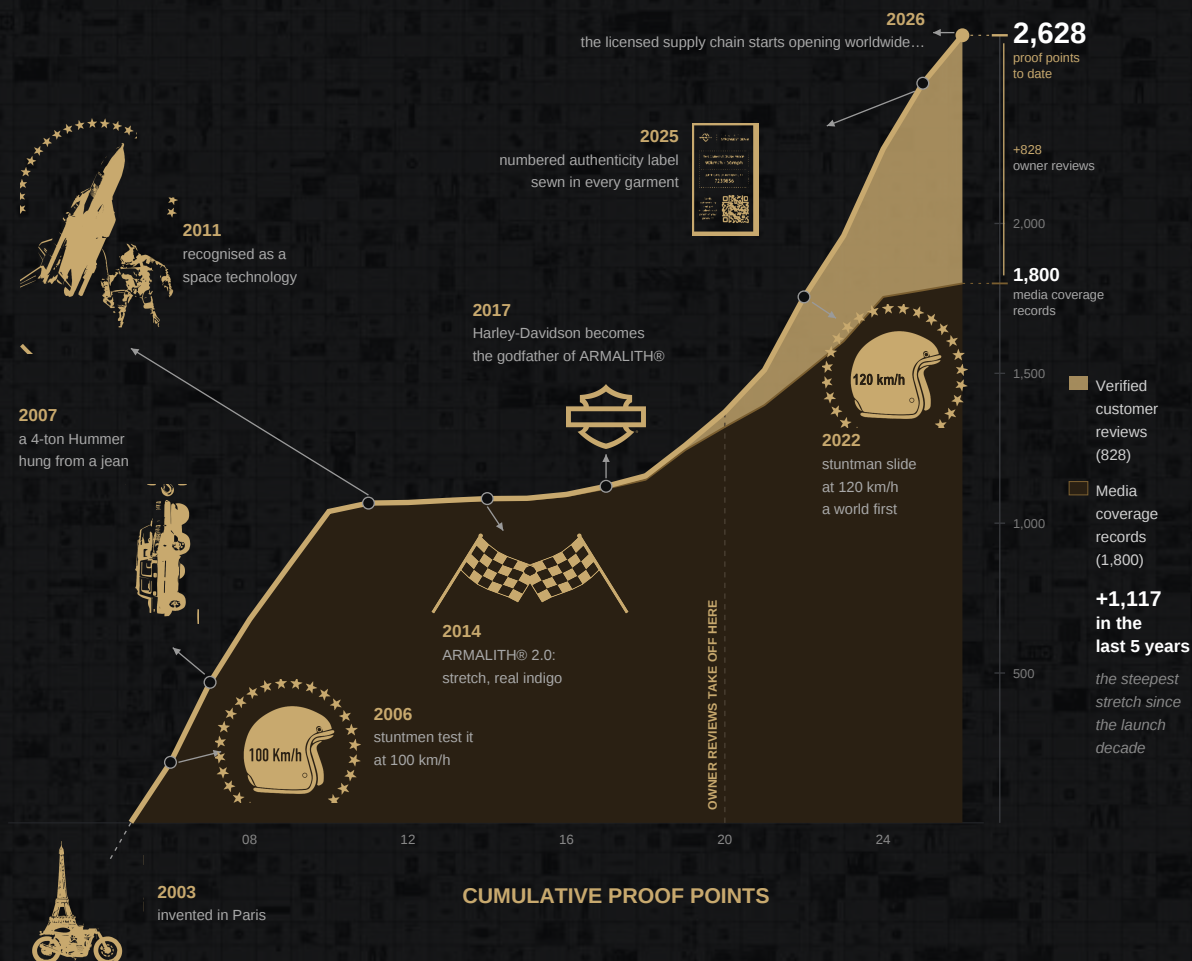


ADOPTION	42%	€920K
brands that build with it		
CREDIBILITY	36%	€776K
who vouches for it: national TV, tier-1 press		
SCIENCE	11%	€244K
labs, standards, ESA, patents		
ROAD PROOF	11%	€228K
crash tests, slides, demonstrations		

Editorial value: each record weighted by reach, prominence and recency, then converted to euros.

BRAND EQUITY BREAKDOWN

share of the €2,168,191 editorial value, by what each record proves



Early on, the lifestyle and luxury press picked up the story: a denim woven with an aerospace fibre.



Robb Report · United States

"stronger than leather... survived 60 mph skids"



Vogue Hommes International · France

"un type de textile ultra-resistant pour les motards" an ultra-resistant textile for riders

CORPUS DEPTH

229 articles · international & lifestyle press

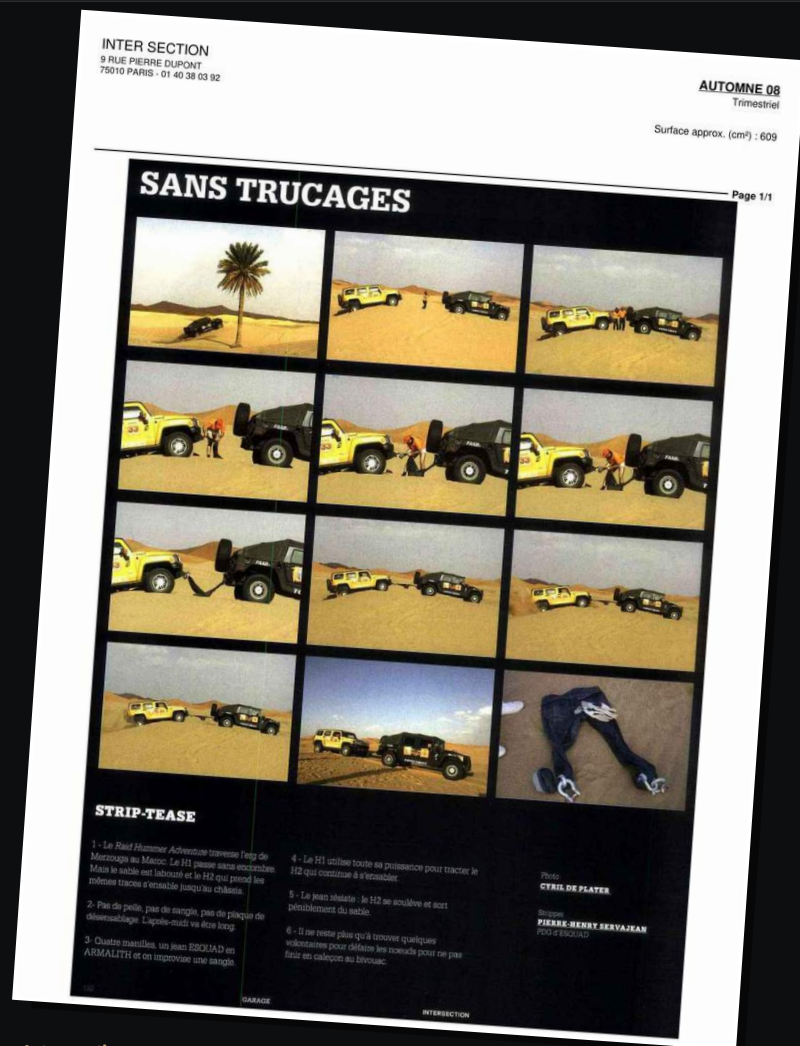
22

countries

2006-2026

coverage

Designers and institutions gave the material its first context.



Intersection · France

"Je vais dessiner une ligne pour Esquad. Avec l'Armalith, une matière plus intéressante que le cuir." · M.+F. Girbaud

"I am going to design a line for Esquad. With Armalith, a material more interesting than leather."



Smart Magazine · France

"Bolid'ster, le jean qui tient la route" the jeans that hold the road

CORPUS DEPTH

85 articles · cultural & generalist press

8

countries

2006-2025

coverage



MOTORRAD Magazine · Germany · 20-jeans crash test

"Verdammt gut zugenäht - Testsieg" damn well stitched, test winner

Moto Magazine · France · 1,056,009 readers

"Jeans Toniques · 8 denims à l'épreuve de la route et du labo" 8 denims tested on the road and in the lab

CORPUS DEPTH

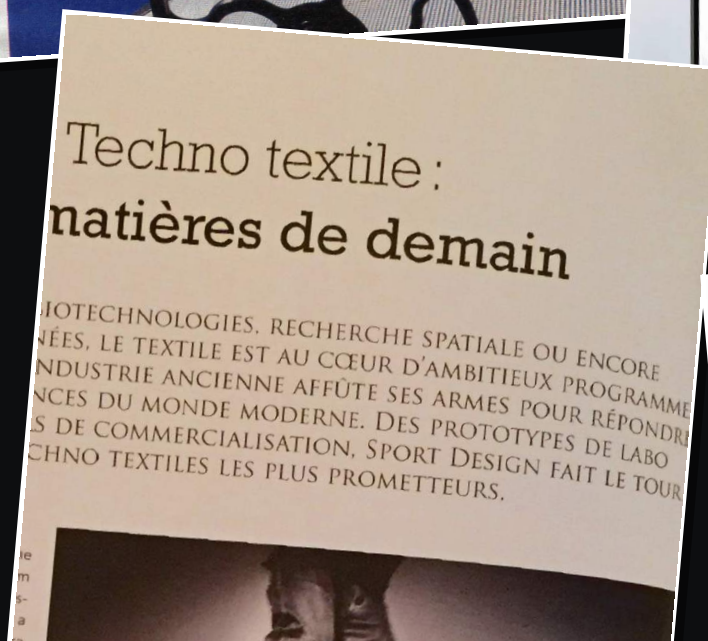
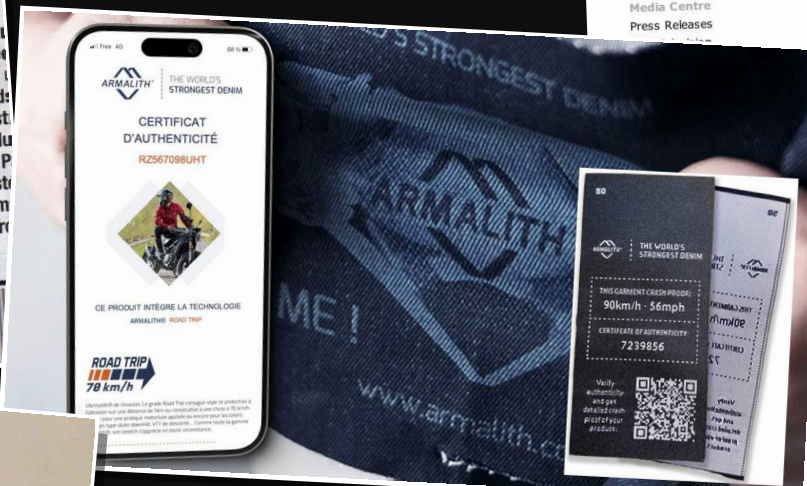
882 articles · specialist motorcycle press

26

countries

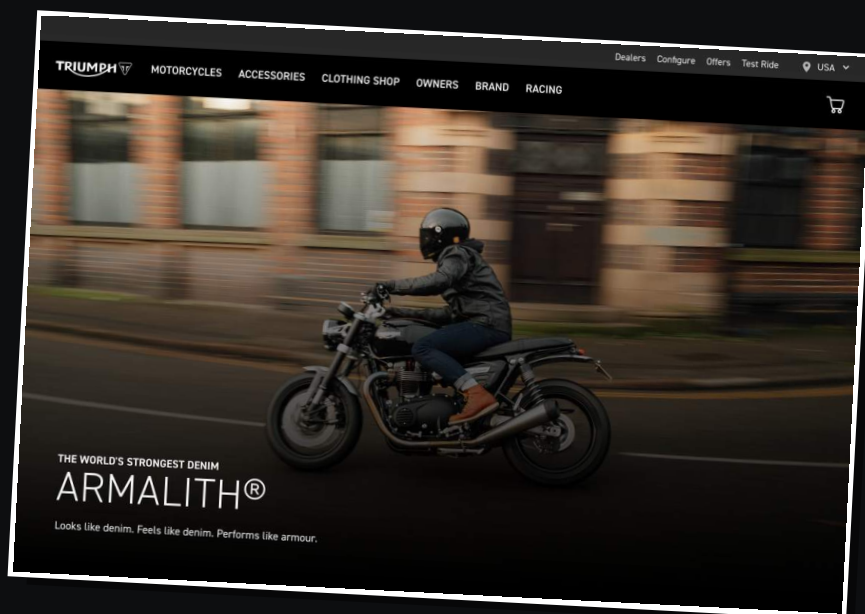
2006-2026

coverage



BRAND ADOPTION

The brands that build with ARMALITH®, and what their riders say.



Triumph Motorcycles · United Kingdom · official partnership page, triumphmotorcycles.com

Heritage, fashion and certified protection, in one collection.
Style and safety in the same garment: that is ARMALITH®.

Adopting Brands

Triumph Motorcycles Harley-Davidson
Indian Motorcycle Dainese Belstaff

Cirque du Soleil Outlier IKKS Held Helstons Rokker

Pando Moto Vanucci Rebelhorn Bolid'ster Mo'Cycle Camino Seagale

Wildust Dyns Broger Bike Star City Nomad Thedi Leathers RSW Motowear Skrap

Sojourn ...

CONSUMER PROOF ★★★★★ 4.5 / 5 828 verified owner reviews

Collected on the partner brands' and their retailers' product pages: the riders' side of the story.

"I slid off the road... that bike is scratched and still out of service,
but my bruises are gone and the Camino Chinos are unmarked."

verified owner review, Camino Motorcycle Wear, single-layer ARMALITH® cargo, 2024



Official brand campaigns · Triumph Motorcycles, United Kingdom · Held, Germany

CORPUS DEPTH

75 articles · brand & licensee adoption points

15
countries

2007-2026
coverage

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This selection is drawn from a corpus of about 1,800 articles, across 20 markets and 20 years.

The complete press review, or any single article, is available on request.

armalith.com

Pierre-Henry Servajean · contact@armalith.com