

ARMALITH® takes the Silk Road: from Pakistan to the high plateaus of Kyrgyzstan

Woven in Punjab and made in Sialkot, the new-generation ARMALITH® denim followed Johann Rousselot over 1,805 kilometers (1,122 miles) in Kyrgyzstan, in the Vintage Rides documentary “Iron Horse Nomad Trails”. Under the look of an “ordinary” jean, an abrasion protection level of 90 km/h (56 mph).



Kyrgyzstan, on the trail. © DAMIEN LORRAI / VINTAGE RIDES

Less than 1,000 kilometers (620 miles) as the crow flies separate Sialkot, where the jeans are sewn, from Osh, where the expedition starts. Two cities on either side of the mountains, on the old Silk Roads. On one side, hands that have worked cotton and leather for centuries; on the other, wide open spaces. Let's take a look...

ELEVEN DAYS ON THE TRACKS

Riding a Royal Enfield Himalayan 450, Johann Rousselot, a Vintage Rides tour leader for fifteen years, rode alone over stony tracks, river fords and endless steppes, up to passes of nearly 4,000 meters (about 13,000 feet). Four nights in a yurt, and encounters with the last nomads of Central Asia.

The best protection is the one you forget about: you ride with peace of mind, and step off the bike without a thought. That is why jeans are the favorite pants of motorcyclists.



Johann Rousselot and his JEAN'STER + by BOLID'STER. © DAMIEN LORRAI / VINTAGE RIDES

The film, directed by Gary Grabli with photographs by Damien Lorrai, runs 26 minutes. It can be watched on the Vintage Rides YouTube channel:

<https://www.youtube.com/watch?v=F8HIuIT07rA>

FROM PAKISTAN TO KYRGYZSTAN: ROOTS THAT GIVE WINGS

Choosing Pakistan was no accident: a country known for its cotton, its denim industry and its expertise in motorcycle gear.



From Sialkot to Osh, with the expedition's route in the inset.

The oldest traces of cotton known in the Old World were found at Mehrgarh, in Balochistan, in present-day Pakistan. The cities of the Indus then spun and wove cotton, and the Silk Roads followed: still today, the Karakoram Highway links Pakistan to Kashgar, from where Osh is reached over

the Irkeshtam Pass. More recently, Pakistan has become one of the great denim countries, with Karachi and Faisalabad.

There is also leather. Sialkot makes motorcycle clothing and gloves: whoever knows leather knows the motorcycle. Finding that know-how on our route was only natural.



Encounters on the road, Kyrgyzstan. © DAMIEN LORRAI / VINTAGE RIDES

JEANS THAT LEAVE THE MIND FREE

Behind the familiar look of a denim, a polyethylene fiber is embedded in the cotton. Lighter than its predecessors, the fabric goes from 480 to 430 g/m² (14.2 to 12.7 oz/yd²). Breathable, stretch and machine washable, it needs no aramid lining.

“That's the magic of the technology we develop: it lets you be more yourself, and live events more intensely and more serenely”

PIERRE-HENRY SERVAJEAN, FOUNDER OF ARMALITH®

THE PARTNERS

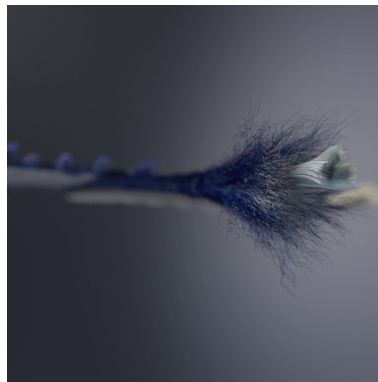
Vintage Rides organizes motorcycle trips. BOLID'STER made the JEAN'STER + with this fabric, the lightest of its range.



JEAN'STER + by BOLID'STER, detail. © DAMIEN LORRAI / VINTAGE RIDES

ABOUT ARMALITH® AND THE NEW 90 KM/H (56 MPH) GENERATION

ARMALITH® is the world's strongest denim fabric (“The World's Strongest Denim”), combining cotton and ultra-high-molecular-weight polyethylene fiber, 5 times more abrasion resistant than Kevlar®, according to the fiber's data. Used for more than twenty years by motorcycle jeans brands around the world.



Architecture of an ARMALITH® warp yarn: indigo pigment, polyethylene core, cotton. ARMALITH® animation

The European standard sorts motorcycle jeans into classes; the **AA** class covers falls from 70 to 119 km/h (43 to 74 mph), and that is where most of the volume is. Nothing obliges a manufacturer to aim for 110 km/h (68 mph) when 70 (43 mph) earns the same label: most **AA** jeans are therefore built for the lower threshold. At 90 km/h (56 mph), however, there is about 65% more energy to absorb than at 70. Complying with the standard is an obligation; protecting a motorcyclist means going further. The new generation of ARMALITH® is an **AA** at FAST ROAD level: 90 km/h (56 mph).



This level is cross-checked three times by the ARMALITH certification:

- the EN 17092 standard (Darmstadt) expresses it as fall speed: 90 km/h (56 mph);
- the EN 13595-2 standard (Cambridge) expresses it as sliding distance: 20 meters (66 feet);
- the ARMALITH® Test Days: jeans first tested in the laboratory to these two standards, then worn by a stuntman towed on a track at constant speed, under the supervision of a bailiff; the results confirm the laboratory's.

ARMALITH® expresses its seven levels in raw data rather than letters, from Mobility (4 meters / 13 feet, 27 km/h / 17 mph) to the MotoGP level (56 meters / 183 feet, 120 km/h / 74 mph). Every certified garment carries a label with a scannable code that links to this data.

<https://armalith.com/range/>



ARMALITH® label on a BOLID'STER jean. © ARMALITH®

VINTAGE RIDES



Motorcycle journeys among the most beautiful, and the most authentic.

vintagerides.com · © Damien Lorrai / Vintage Rides

PRESS CONTACT Christophe Marsella, Via Veneto, christophe@via-veneto.com, +33 6 32 39 40 73

Photographs for editorial use; credits in the captions.