

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

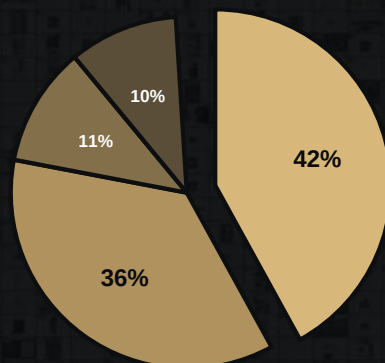
€2,142,562

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, and page 6 cuts across them with 88 real-world proofs; the remainder is broadcast, web reviewers, forums and the partner brands' own pages.

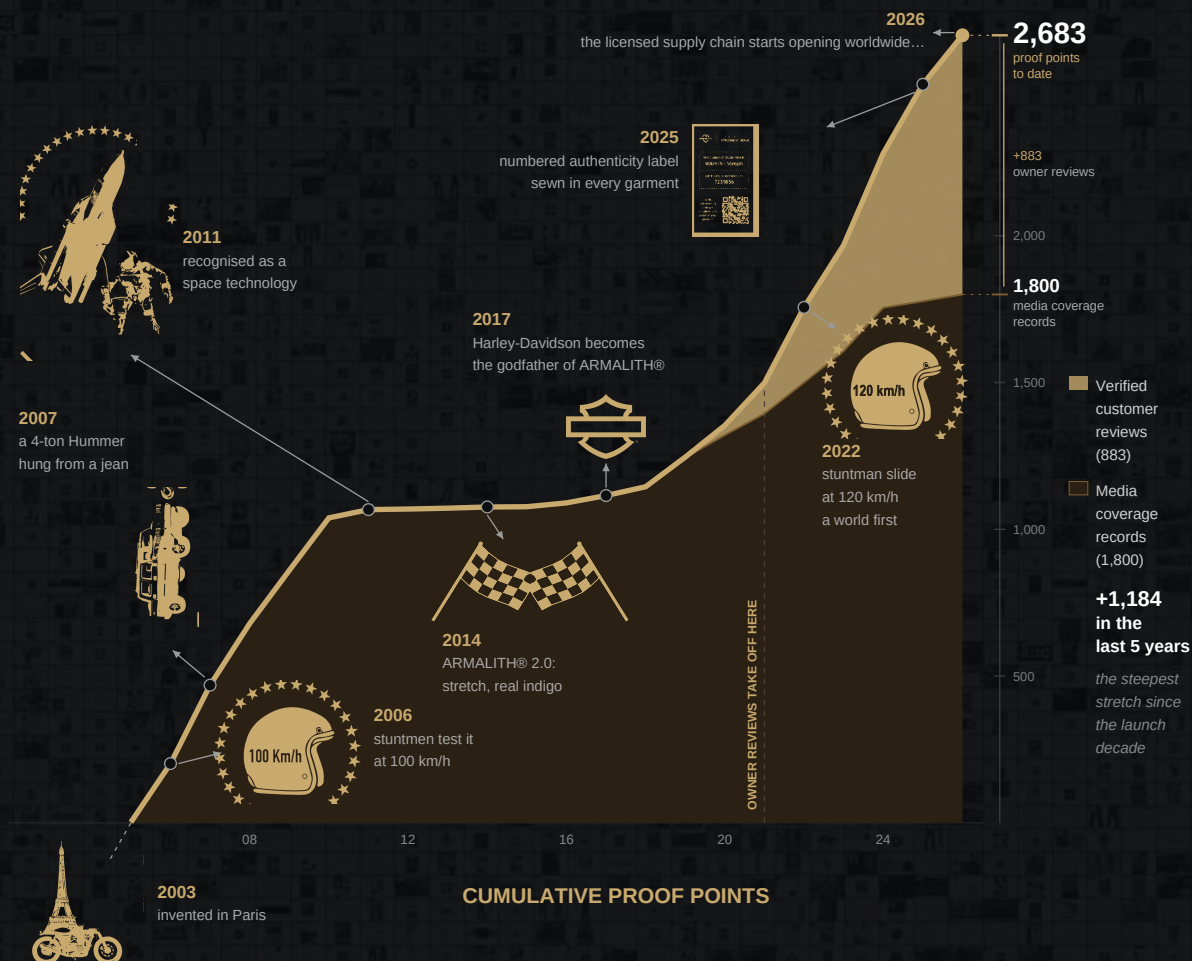


■ ADOPTION brands that build with it	42%	€908K
■ CREDIBILITY who vouches for it: national TV, tier-1 press	36%	€772K
■ SCIENCE labs, standards, ESA, patents	11%	€244K
■ ROAD PROOF crash tests, slides, demonstrations	10%	€219K

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

BRAND EQUITY BREAKDOWN

share of the €2,142,562 editorial value, by what each record proves

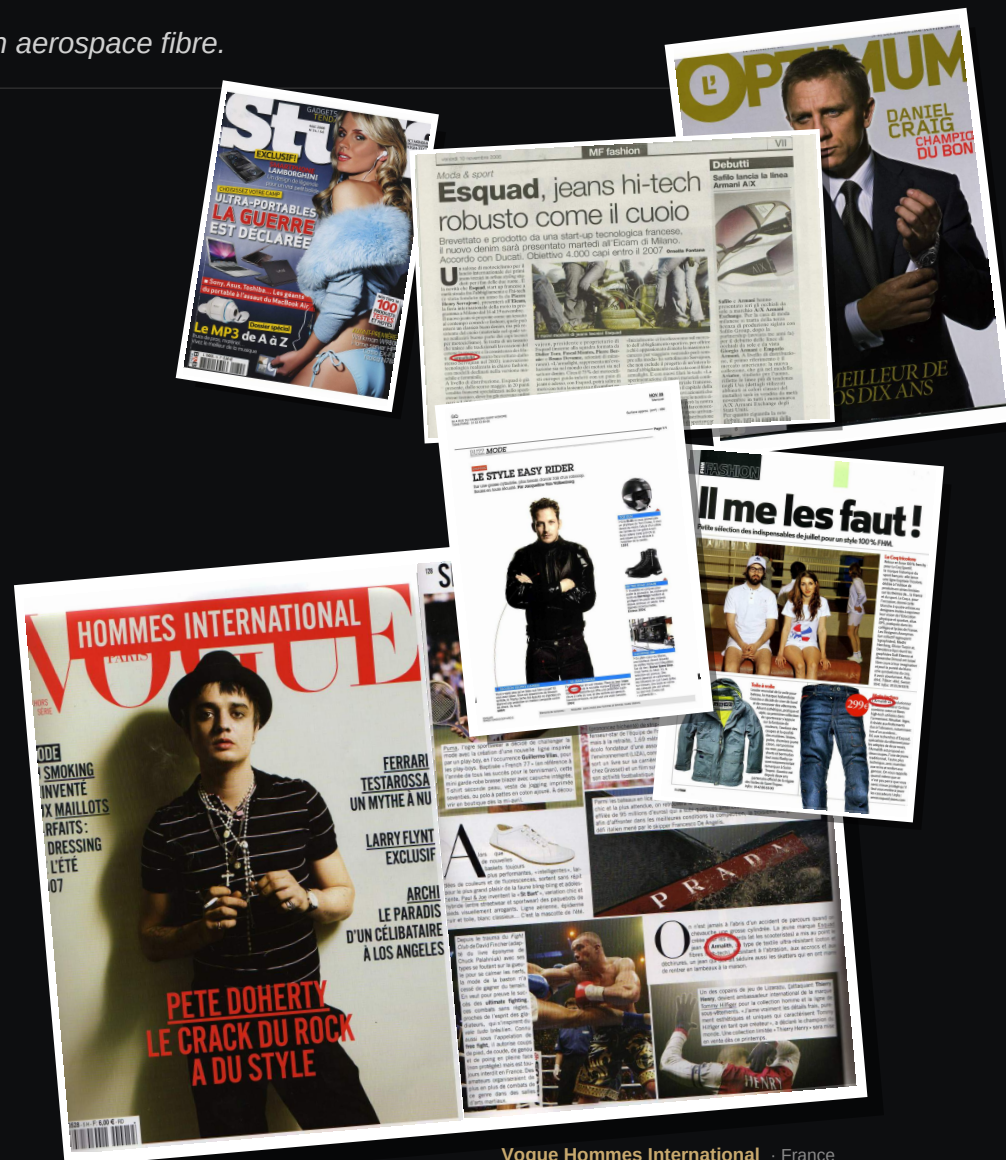


Early on, the lifestyle and luxury press picked up the story: a denim woven with an aerospace fibre.



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

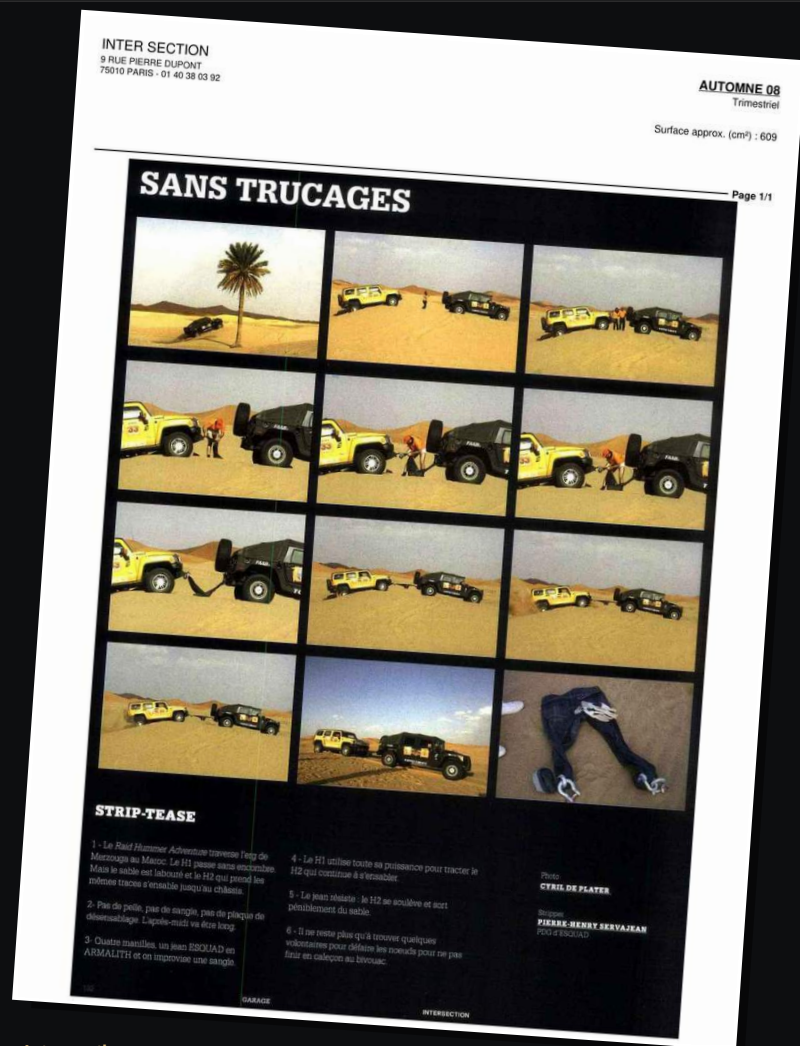
22

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

From a Hummer hanging from a jean to a bailiff-supervised track: the proof has always been on the tarmac.



France: Maximal, Maximoto, M&T2, Auto Plus, Dandy, H2O · United Kingdom: Inside Denim

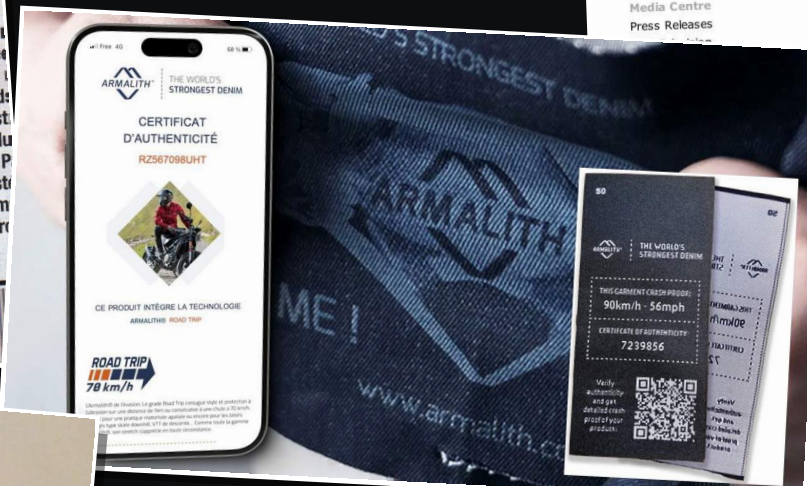
CORPUS DEPTH

88 articles · tarmac proof: tests and demonstrations

10
countries

2006-2026
coverage

The trade press looks at the fibre itself: where it comes from, how it measures.



Media Centre
Press Releases



Space material prevents road rash

22 December 2010
A French company has found business success by blending high-tech fibres used in an ESA space mission with old-fashioned denim to create comfortable, stylish protective gear for bikers.

Like 75% of European motorcycle riders, Pierre-Henry Servajeau was wearing regular jeans when he took a bad spill on his bike in 1995:

"I realised everything I had on my body was perfect - my helmet, gloves, jacket - except the jeans. I had suitable things for every part of my body, except my legs."

The realisation triggered a decade-long quest to find a fabric that combines the comfort and breathability of denim with the strength and abrasion resistance of protective gear like motorcycle leathers.

It ultimately led him to the founding of Esquad, a fashion label devoted to ultra-durable motorcycle jeans.



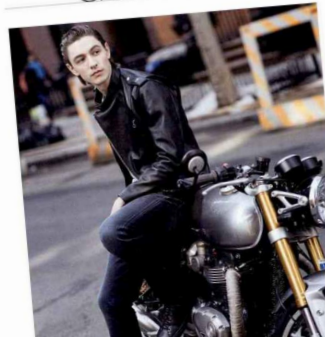
Bike accident

Pierre-Henry knew there were many fabrics that could do the job. Kevlar, for example, is

Techno textile : matières de demain

BIOTECHNOLOGIES, RECHERCHE SPATIALE OU ENCORE...
NÉES, LE TEXTILE EST AU CŒUR D'AMBITIEUX PROGRAMMES.
L'INDUSTRIE ANCIENNE AFFÛTE SES ARMES POUR RÉPONDRE
AUX DÉFIS DU MONDE MODERNE. DES PROTOTYPES DE LABORATOIRE
S'ENFANTENT EN PRODUITS DE COMMERCIALISATION, SPORT DESIGN FAIT LE TOUR
DU MONDE. LES TECHNO TEXTILES LES PLUS PROMETTEURS.

de la résistance



C'est vers le milieu des années soixante-dix qu'apparaissent les premières fibres aramidées, dites « fibres techniques ». Le Kevlar fait la une, et, pour l'occasion, on invente un nouveau terme : « textile technique ».

Les fibres manufacturées, jusqu'alors, n'avaient pas vraiment d'identité. Dans l'industrie, elles portaient leurs noms génériques, dans l'habillement, elles étaient des ersatz. On les classait généralement dans la catégorie fourre-tout des « autres textiles ».

Les fibres ultra-résistantes marquent donc une étape dans l'histoire des matières.

Pourtant, les fibres synthétiques plus anciennes, telles que le polyester ou le polyamide (le fameux nylon) étaient déjà connues pour leur grande résistance.

Le Cordura, un polyamide haute ténacité a été développé pour l'armée américaine. Quant aux polymères américains, ils ont été

Abbigliamento

"jeans" sale in moto

Armalith è un tessuto tecnico brevettato con il 66% di cotone che ha permesso all'azienda francese Esquad di realizzare una linea di pantaloni e giacche che hanno fatto la felicità di un buon numero di motociclisti stanchi di indossare la solita tuta in pelle senza compromettere la sicurezza.

D'oggi, i motociclisti che vogliono associare al concetto di sicurezza il comfort e lo stile trovano la risposta a questa triplice esigenza nella nuova linea di abbigliamento elaborata e brevettata da una società realizzata in tessuto Armalith, una fibra francese di nome Esquad. Sono servizi nati di ricerca a Pierre-Henry Servajeau e al suo team per elaborare e brevettare l'Armalith, che trova le sue origini in una fibra normalmente destinata...



CORPUS DEPTH

82 articles · professional B2B trade press

19

countries

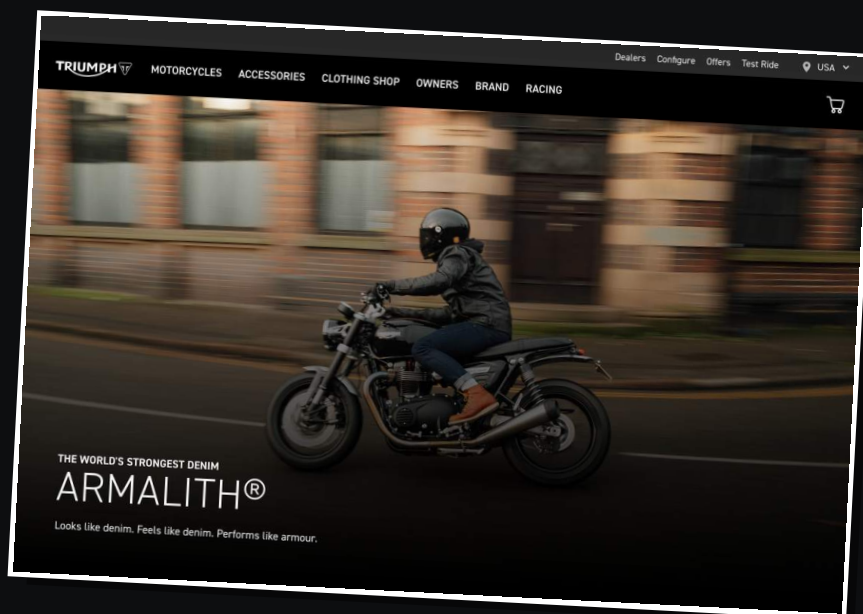
2005-2024

coverage

Tous droits réservés à l'éditeur

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 Furygan Helstons
Rokker Taveri 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 / 5 883 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

ARMALITH®

The World's Strongest Denim

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