



THE WORLD'S  
STRONGEST DENIM

# ARMALITH® Press Highlights 2024



- A selection of key media features across fashion, motorcycle and textile industries

## Featured in:

 France ·  Italy ·  Spain ·  Portugal ·   
Netherlands ·  USA ·  Global textile industry  
press





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## TRIUMPH MOTORCYCLE - Official

- *“A collaboration that sets a new standard in motorcycle apparel: heritage meets innovation with ARMALITH® at the core.”*







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## Ultimate Motorcycling – Jonathan Handler

- *“The Ride’ster V combines high-level protection and uncompromising comfort. It’s AAA certified — and still looks like a fashion piece.”*







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## INSIDE DENIM -

- *“Royo pushes the boundaries of performance denim, and ARMALITH® is leading the charge.”*







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## Media : MOTOR NL / Brand : TRIUMPH

- *“Among the 4 tested, ARMALITH® jeans outperform on abrasion resistance without compromising on fit.”*



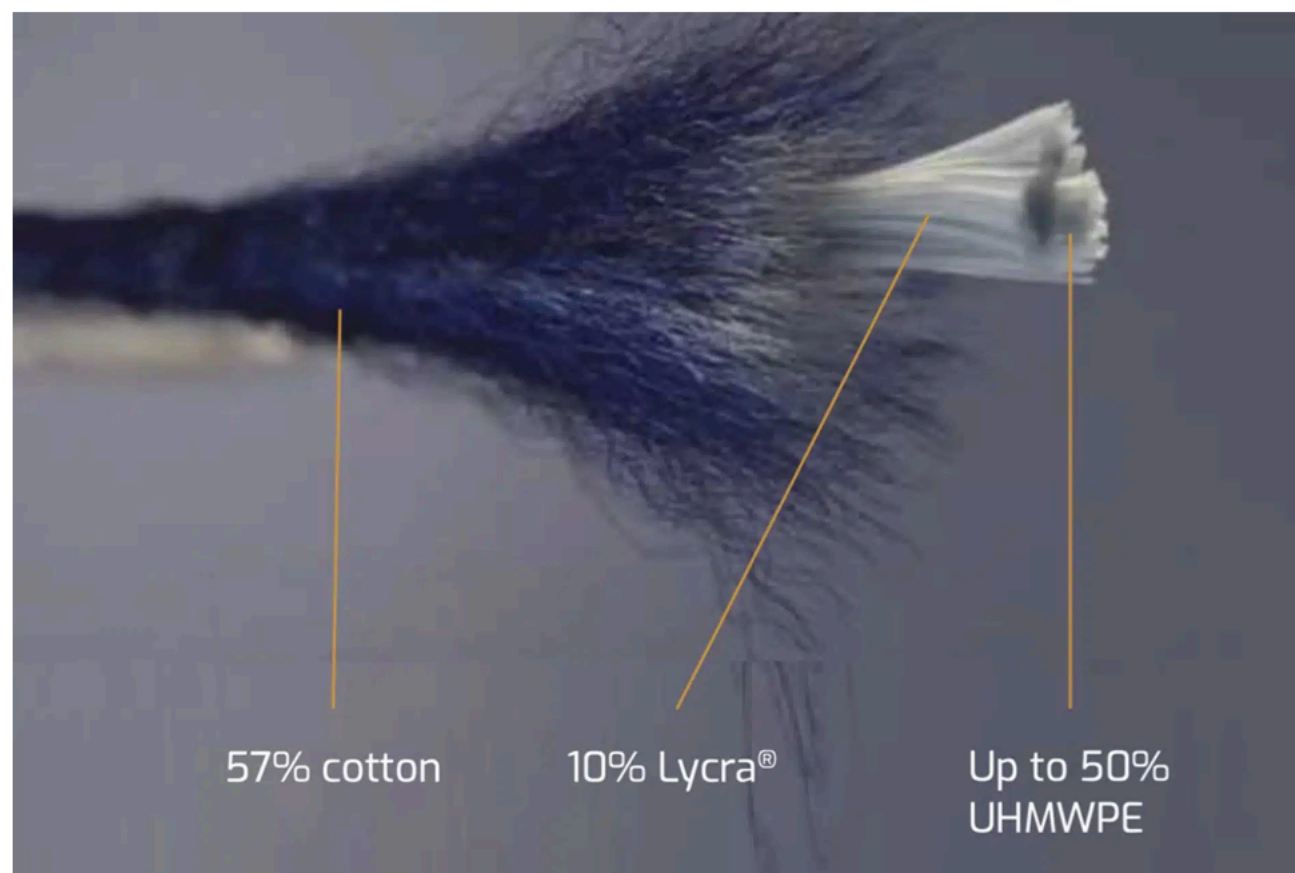




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## SOY MOTERO

- ***“Armalith is not just denim — it’s advanced safety gear made in Europe, and it looks like your favorite jeans.”***







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## IDEALIZE BY

- *“The world’s strongest denim: stylish, smart, and safe.”*







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## ACID MOTO

- ***“20 years of relentless innovation. ARMALITH® rewrote the rules of motorcycle jeans.”***







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## Media : Demonerosso / Brand - DAINESE

- *Motorcycle pants: why they matter and which to choose in every season. ARMALITH® offers advanced protection without sacrificing comfort or style."*







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## Motor 24

- *"Jeans to ride a motorcycle without sacrificing style. ARMALITH® fabric offers abrasion resistance with comfort and an urban look."*







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From fiber to rider, ARMALITH® empowers brands to blend **protection**, **credibility**, and **style**.

Validated by the most demanding media across Europe and the US, this technology strengthens both storytelling and specs — all the way to the consumer



## ARMALITH®: Proof. Performance. Partnership

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