

## ESCHLER Softshell Fabrics in Hincapie's "Alpe" Collection

### WHEN THE COLD CALLS

**Hincapie Sportswear, producer of high quality cycling apparel, presents a collection of top-end soft shell garments for comfortable rides on crisp days. The US-brand utilizes state-of-the-art softshell fabrics by Swiss knitwear specialist ESCHLER, which combines high elasticity and great isolation with full weather protection. Just like ESCHLER, Hincapie is a family owned business drawing from a strong cycling tradition: pro rider George Hincapie has helped Lance Armstrong win all of his seven Tour de France titles.**

Launched in 2002 by Rich Hincapie, brother of Pro Tour star George, Hincapie Sportswear has quickly established itself as one of the leading US brands for technical and stylish cycling apparel. The 'Alpe' collection features jackets, pants and accessories with highly functional softshell fabrics by Swiss knitwear specialist ESCHLER. The 4-way stretch, body-mapped garments are fully wind- and waterproof with soft insulating fleece lining in key areas. Thus, they do not only offer maximum protection from the elements, but also make sure you stay warm in cold conditions – and do so in style.

The gender specific Alpe Softshell styles feature an ergonomic shape to ensure perfect fit in the riding position. Details for the jackets include two front hand-warmer pockets, plenty of storage space in the two back pockets with an internal pump holder and a brushed collar lining with chin guard. On the Alpe Tights (with and without bib construction), the US brand focuses on detailed body-mapping for extra protection where needed and superb breathability. Reflective pipings and trims on all garments ensure improved visibility in low light conditions. For more information check [www.hincapie.com](http://www.hincapie.com) and [www.eschler.com](http://www.eschler.com)



Image data for download:

[http://www.k-g-k.com/download/ESCHLER\\_Hincapie-AlpeSoftShellJacket\\_F09\\_HR.jpg](http://www.k-g-k.com/download/ESCHLER_Hincapie-AlpeSoftShellJacket_F09_HR.jpg)

[http://www.k-g-k.com/download/ESCHLER\\_Hincapie-AlpeBibTight\\_F09\\_HR.jpg](http://www.k-g-k.com/download/ESCHLER_Hincapie-AlpeBibTight_F09_HR.jpg)

Company Contact  
Eschler AG  
Philip Schär  
+41 – 71 – 791 81 36  
[philip.scaher@eschler.com](mailto:philip.scaher@eschler.com)

PR Contact  
KGK – Kern Gottbrath Kommunikation  
Sissi Pärsch  
+49 – 89 – 30 76 66-3  
[eschler@K-G-K.com](mailto:eschler@K-G-K.com)



SWISS TEXTILES



ESCHLER – Touch Swiss Comfort: Founded in 1927, the Christian Eschler AG quickly advanced to become one of the world's leading manufacturers of functional knit fabrics. Today, the family owned business, based in Bühler/ Switzerland, is managed by the third Eschler generation and specialises in sportswear, work wear, technical textiles and lingerie. As one of the first textile companies, Eschler committed itself to an environmentally friendly production cycle by becoming a bluesign® system partner ([www.bluesign.com](http://www.bluesign.com)). The independent bluesign® standard meets strict requirements regarding sustainability, health and safety as well as resource efficiency.