

ZIMTSTERN on the saddle with Eschler performance fabric

SWISS CO-PRODUCTION

In summer 2011, Swiss cult label Zimtstern launches its unique bikewear collection for riders that like it cool and technical. The brand not only focuses on its legendary individual design, but also on function to the detail. Thus, Zimtstern has teamed up with Co-Swiss company Eschler. The knitwear specialist provides the wind- and waterproof material for the Lepus Softshell Jacket, which protects from the elements, offers fantastic breathability and a soft hand.

Zimtstern is a young, yet already legendary label founded in 1995 as a boardsports- and streetwear brand. In 2011, Zimtstern finally gets on the saddle and introduces a bikewear range including 47 garments for Freeride/Park/Dirt, All Mountain and Enduro. It features jackets and jerseys as well as shorts and streetwear. The bike pieces shine in the unique Zimtstern design and offer fantastic functionality.

The Lepus Softshell Jacket is a co-production with Eschler – a family owned business known as a pioneer in technical fabrics. For the jacket, Eschler's wind- and waterproof 3-layer laminate unites weather protection with fantastic breathability and a great wearing comfort.

The two Swiss companies also share the same approach to promoting ecological responsibility. Zimtstern and Eschler both work with the independent bluesign® standard that meets strict requirements regarding sustainability, health and safety as well as resource efficiency. Thus, the 3-layer laminate – as all Eschler fabrics – is bluesign® certified.

More info: www.zimtstern.com and www.eschler.com

Hi-Res data download at:

http://www.k-g-k.com/download/Eschler_Zimtstern-LepusSoftshellJkt_SS11.jpg

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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). The independent bluesign® standard meets strict requirements regarding sustainability, health and safety as well as resource efficiency.

