



Industry first Japanese Denim Cycling Jeans from Muxu

Ultra comfortable, Muxu's Barcelona Inspired Cycling Jeans are the perfect city riding apparel

Barcelona, Spain (June 27th 2011) – Muxu, the Barcelona inspired urban cycling apparel brand, today announced the forthcoming launch of their Japanese Denim 'Ride' cycling jeans. Made from the finest Japanese stretch denim, and with a host of bike friendly features that allow a perfect transition from bike to bar, the Muxu Jeans are ideal city riding apparel for the modern urban cyclist.

A good jean starts with a great fabric, and this couldn't be more true of the the Muxu Ride Jean, which Muxu built with the highest quality, naturally dyed Japanese Denim they could find, all topped off with a stretch blend for supreme pedaling comfort.

Just like a great bike frame needs hot wheels, denim is only as good as the stitching that holds it, so Muxu's take on the classic regular fit jean includes triple needle stitching on the inside and outside legs.

On the bike, a seamless crotch protects a rider's most delicate area, whilst the waist band is a little higher at the rear, and a little lower at the front; finished with a Muxu X branded matte button and internal rubber print size information to aid comfort. Standard jean pockets adorn the exterior (which means two upfront with a right inner change pocket), with the addition of the Muxu phone // MP3 // pump pocket that sits to the right rear, branded with a near tone to tone embroidered Muxu X.

For a city cyclist, low light visibility is pretty important, so on the pedaling chain leg, rolling up the hem reveals a stamped 3M™ reflective Muxu X.

Designed in Barcelona, and made from the finest Japanese Denim that will colour and age to match your ride, the Muxu Ride Jean is arriving in early July, and can be pre-ordered online at <http://www.muxu.cc> today.

About Muxu:

Muxu create clothing designed for urban cyclists, born from a love of the bike and the needs of the rider. Taking the cyclist seamlessly through the day, Muxu apparel blurs the boundary between what you wear on and off the bike. From a light commute, a game of bike polo, to 100 kilometre messenger days, your Muxu is designed to look and feel amazing, whilst functioning without compromise.

Designed in Barcelona, for a ride that is as unforgettable as the city.

Resources:

Download the Muxu Jeans press ready images here:

<https://muxu.box.net/shared/1557gt9006aclos3v2rh>

Download the Muxu Logo in AI format:

<https://muxu.box.net/shared/gghdekpxodoe4gekrfhd>