

## **Bosch eBike Systems and Kimberley Jenneskens show limited edition cycling shorts at Amsterdam Fashion Week Studio 2019**

Unveiling of unique collaboration between Bosch eBike Systems and Kimberley Jenneskens



Amsterdam, 11 March, 2019 – Have you spotted the cycling shorts yet? They're one of the main fashion trends of 2019, which means that nearly every fashionable citizen of Amsterdam is wearing them. That is why Bosch eBike Systems and designer Kimberley Jenneskens joined forces in designing their own, special edition cycling shorts, which were revealed during the Amsterdam Fashion Week Studio 2019 on Saturday 9 March, 2019. And it weren't just the models wearing the new, hip cycling shorts, but hostesses and influencers as well.

The e-bike is more on-trend than ever – of all the bicycles in the Netherlands, about [40 percent is electric](#). And in Belgium, no less than [45 percent](#) of all the bicycles is electric. Add this increasing popularity of e-bikes and the fashion item 'cycling

shorts' to the success of designer Kimberly Jenneskens, and it is clear where this collaboration resulting in the Bosch cycling shorts came from. Both Bosch eBike Systems and Jenneskens are working on a sustainable, healthy future for mankind and mobility. On top of that, Bosch eBike Systems loves working with passionate and creative talents.

Vineeta Diels, Marketing Manager at Bosch eBike Systems Benelux: "We really enjoyed making these cycling shorts together with Jenneskens. We have never made clothes before, and this really is an exception. But even though this is something that's completely new to us, it does resemble the way we usually work. Meaning that we don't actually make bicycles, but drive units, batteries and displays for electric bicycles. And just like the realization of these cycling shorts, we always collaborate with brands that breathe durability and quality. That way we can complement each other's strengths."

Kimberley Jenneskens, owner and designer at Jenneskens: "I always focus on the future, and the way I see it, collaborating with Bosch eBike Systems is an important stepping stone. When collaborating with other brands, there needs to be a certain click and a common vision. This was definitely the case with Bosch eBike Systems. We're aligned, so much so, that I was immediately convinced to work together – especially since I like connecting Jenneskens to tech brands. My ultimate goal is to make sure my brand is one hundred percent sustainable, recyclable and unisex. This collaboration is a step in the right direction."

### **Availability**

The cycling shorts are limited edition, only available during the Amsterdam Fashion Week 2019. They are only available as official Amsterdam Fashion Week merchandise and are not available through other points of sale.



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#### **About Jenneskens**

JENNESKENS is a young, emerging fashion brand that focuses on the development of high-end streetwear. Durability and fit of the clean designs are a large part of the aesthetic, similar to the focus on sustainable production practices that are giving the brand a fresh and resilient view on fashion of the future. Function and versatility of the pieces play a significant role in this perspective as it is heading into a direction in which most pieces are wearable by either gender. Inspired by worldwide time travels, social shifts and body movements, the brand is thriving towards a distinction in modern minimalism. The company is based in Amsterdam, the Netherlands, but opens itself up to global expansion. It seeks most of its inspirations in New York, which explains the recent opening of a Jenneskens department in Manhattan. Through this multinational channel, the brand is aiming to offer its customers an experience that goes beyond a piece of clothing. Stories behind the designs often go deep into a specific topic or idea, which is why the expression and envisioning of these thoughts are important in the establishment of the brand's community. Besides a focus on regenerative design, the discipline to give back to the earth greatly influences the formation of the Jenneskens image. Fabrics are sourced locally wherever possible, cut with a zero-waste understanding of pattern creation, and processed into garments in a comfortable in-house working environment. Exceptional quality control and reliable production development is what distinguishes the brand from the market and what will hence help contribute to the development of a circular production system.

#### **About AFW Studio 2019**

Besides fashion, AFW Studio stands for photography, art and design. The Compagnietheater is at the heart of this edition, which offers space for a gallery with changing exhibitions on the ground floor, while the top floor is the backdrop for shows from young talent as well as established names.

#### **About Bosch eBike Systems**

A new generation of bikes is taking town and country by storm and is already a part of everyday life. eBikes are a modern means of transport for modern people: people in a hurry and people who prefer to take it easy, the fit and the comfort lovers, commuters and pleasure cyclists and, of course, young and old. The tailwind of technology-leading eBikes made by what are already more than 70 leading brands in Europe is powered by components that Bosch is developing to perfection. The Bosch portfolio ranges from the highly efficient drive unit (motor and gearbox) and high-quality batteries to a smart on-board and cycle computer that can be used intuitively. Perfect coordination of components holds the key to typical Bosch performance in terms of both comfort and efficiency.

Like other Bosch products, the eBike systems benefit from the Bosch Group's technology and production know-how. From conception and engineering to manufacturing, marketing and after-sales service, Bosch eBike Systems constantly set new standards for the eBike industry. The Bosch Group's experience in the areas of electric motors, sensor technology, displays and lithium-ion batteries ensures that Bosch eBike systems use technology that is invented for life and that eBike users have their fun.

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