



MORE THAN "STARS AND STRIPES": MALOJA CLOTHING AND U.S. BIATHLETES UNVEIL NEW DESIGN FOR THE 2023/2024 SEASON

Rimsting, Nov 2023 - **The sixth year of collaboration between the Bavarian outdoor manufacturer Maloja Clothing and U.S. biathletes begins with an impressive statement. The partnership kicks off the upcoming season with an entirely new design.**

The outfit of the U.S. Biathlon National Team is dominated by the characteristic colors of the United States of America – Blue, White, and Red. However, Maloja, renowned for its high design standards, has taken creative liberties this year to present a modern interpretation of these colors.

Particularly striking is the contemporary interpretation of cobalt blue, which will vividly and refreshingly showcase the athletes in the upcoming season. Inspired by the American flag, red stripes diagonally traverse the entire range of clothing, adding a noticeable dynamic. Loving details, a trademark of Maloja, grace several products and underscore the significance of this unique partnership. The women's collection, for example, is adorned with individual hearts in the dotted pattern. Another eye-catching feature is the specially designed zippers for teamwear, printed in national colors and adorned with "USA" letters.

Training and warm-up clothing have been carefully tailored to the athletes' needs and utilize resource-efficient functional materials, including three materials from Maloja's own sustainable cembra® weather protection series. The Race Suits in the new design, manufactured in their own production facility in Bulgaria, boast cutting-edge technologies such as laser cutting and ultrasonic seams.

Yet, Maloja doesn't only consider the athletes on the slopes – the entire staff, including technicians and physiotherapists, should identify with the team. Items from the streetwear line are therefore adorned with the emblem of the U.S. Biathlon Association. The extensive equipment includes not only racing suits and activewear but also corduroy shirts, streetwear pants, and other items for everyday life beyond the races.

Together with the U.S. Biathlon Team, Maloja Clothing looks forward to an exciting season with nine World Cup races and a World Championship. A particular highlight will be the World Cup on home turf in Soldier Hollow, Utah, in early March – a location that was last part of the World Cup in the 2018/2019 season.

With this new design, Maloja Clothing is making a clear statement of innovation, creativity, and unity in the world of biathlon.

For more information about Maloja see <https://www.malojaclimbing.com>

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About Maloja:

Founded in 2004 near Lake Chiemsee in Bavaria, Maloja has become a true pioneer in combining fashion- and lifestyle-oriented design with functional activewear in just a few years. Whether on the slopes, hiking trails or cross-country skiing tracks, in the forest, in the mountains or on the streets, the brand combines original designs with sustainable materials, high-tech with nature and mountains with cities. The brand's particular source of inspiration is the respective annual theme, which shapes the collection across all sports and seasons.



Product Highlights WOMEN



TrevisoM. jacket
with G-Loft padding



Race Shirt SawangM.+ Race Pants DanikaM.

ConnyM. jacket
with sustainable
RE:DOWN padding



RaukeM. pants
with Bike Stretch
Windblock

All pictures for download:

<https://www.dropbox.com/scl/fo/pt5246f4896w4lflfbar1/h?rlkey=hrl6g0020eo88kgb3ccchb2b1&dl=0>



maloja

Product Highlights MEN

Race Shirt FedeM. + Race Pants FedeM.



Dachsbau. jacket
with sustainable
RE:DOWN padding



AlvisM. jacket
with G-Loft padding



PiglonM. pants
with Bike Stretch
Windblock

All pictures for download:

<https://www.dropbox.com/scl/fo/pt5246f4896w4lflfbar1/h?rlkey=hr16g0020eo88kgb3ccchb2b1&dl=0>