



Tenue
de
Nîmes

Momotaro - Cycling Jeans

by Emily | June 3, 2009



Jeans are not meant for the gym, and neither are they conducive for cycling about town. At least that's what we were prone to believe until we came across Cycling Jeans from Japanese denim maker, Momotaro. Born in Fujita Okayama, Momotaro comes from the most respected tradition of Japanese jean making. The artisans from Okayama had been producing one of the best high quality, hand-woven, hand-dyed denim in the world. All Momotaro jeans are made from 100% Japanese cotton, also reputed as the world's best cotton as it is entirely hand-cropped and has a well-proportioned fiber structure.

The Momotaro Cycling Jeans are light and flexible, created from 14oz Japanese selvedge denim. It is woven by shuttle looms and is extra durable as the back features double layers. Keeping the safety of cyclists in mind, Momotaro has also added two reflective stripes to the back pockets, embodying both safety and comfort into one single pair of pants. For those tired of stretchy spandex or twill shorts and want something new, the Momotaro Cycling Jeans are now available at [Tensai on Net](#).

> Momotaro

> [Tensai on Net](#)



S.L.A.T.E. at MAGIC

THE BEST IN SKATE, SURF, STREET AND ART CULTURE

FRESHNESS FEATURES



FRESHNESS ARCHIVE

FRESHNESS NEWSLETTER

select month

SIGN UP

RECENT POSTS

POPULAR POSTS

RECENT COMMENTS

- UNCLE PAUL'S FLAGSHIP STORE - To Open This Fall
- MOTOHARUYAMA - Europe - Some LV/Scoti Green Sneaker Collection
- DIRT RUCKER - Slim Slim - Spring/Summer 2009 - Vinyl Release
- Freshness Feature: Supreme Soccer Collection
- MOSCOT - Summer Sale Event
- Dave White x Kolorbar - Spl. Record Pre-Release Signing Event
- METALICA x CONVERSE Chuck Taylor All Star Collection

FRESHNESS PAGE

FRESHNESS INDEX

My Tokyo



Not "my Tokyo," but rather my friend [Luis Mendo](#)'s take on the city we love to love. Earlier this year Luis stayed in Tokyo for a 3-month "inspirational retreat" – I [posted](#) about his terrific illustrated Tokyo diary back in April – and now here's a sneak peak at a map he's created for an upcoming issue of *Journal de Nimes*, a newspaper for the denim store [Tenue de Nimes](#) in Amsterdam. I'm very happy to see that Ikebukuro gets a mention, both for its [Muji](#) and [Cafe Pause](#).

NOV 9, 2009 @ 0

Momotaro Cycling Jeans



Very cool idea for cycling pants/jeans from [Momotaro Jeans](#): include [reflective stripes](#) on the back pocket. Added bonus: this entry would even work if this site was actually called "Jeans Now!" Via [Luis](#).

APR 8, 2009 @ 0

pstlk

[PauseTalk](#) is a regular series of events that take place at [Cafe Pause](#) on the first Monday of every month, with a start time of 20:00. The idea is to create a forum where Tokyo-based creatives can get together and discuss their own projects, as well as cultural currents of the city. The next edition happens in **February**.



[PLAY](#) is a series of events with Jean Snow spinning some of his favorite virtual discs in a casual setting at [Cafe Pause](#). The next edition happens in **January**. See the setlist for previous editions [here](#), and subscribe to a [feed](#) of the mixes.

Game

Being a [survey](#) of recommended titles for your gaming pleasure. New games are added 2-3 times weekly, and all selections are by your host, Jean Snow, a Tokyo-based writer and gamer.



Jean Snow is a contributor to [Arcade Mania](#), your guide to the

[Jean Snow](#) lives and breathes design, pop culture, and gaming in Tokyo -- sustained by an unhealthy addiction to magazines and frequent visits to his favorite cafes. He has reported on these obsessions for the following online/offline publications: [Time](#), [Inside](#) (Australian Design Review), [Gizmodo](#), [Gridskipper](#), [Kotaku](#), [Tokyo Q](#), [Superfuture](#), [OK Fred](#), [Arthur Frommer's Budget Travel](#), [I.D.](#) (International Design), [Metropolis](#), [Azure](#), [MoCo Loco](#), [Kateigaho International Edition](#), [Wired's GameLife](#), [PingMag](#), [CNNGo](#), and [The Japan Times](#). He also manages the gallery space at [Cafe Pause](#).

He writes a monthly column covering Japanese product design for [The Japan Times](#), called "On Design." It appears on the fourth Thursday of every month, in both the print edition and online.

PechaKucha Night

I'm also a proud member of the [Pecha Kucha Night](#) family, working on various projects, including updating [Pecha Kucha Daily](#), a blog that highlights the creativity coming out of PKN events worldwide.

néojaponisme

I serve as editor-at-large at [Néojaponisme](#), a web journal covering social and cultural aspects of Japan. Read the [manifesto](#), by founder and chief editor W. David Marx.


Colophon

The "Jean Snow" logo is made up of the [Blackout](#) open source typeface. The "M31" logo is by [Ian Lynam](#), and is part of a series of 31 unique designs. The site's design is based on the [Grid Focus](#) WordPress theme by [Derek Punsalan](#).



03.05.2009 13.03

Momotaro Cycling Jeans



Once again I'm one lucky guy, [rocking this fresh](#), light weight, go to war striped, selvedge pair of shorts by [Momotaro](#), with a double layer on the back to safely go [next level on my bike](#). Because of these reflecting lines on the back, the Ministry of Transport in Japan approved this jeans for cycling. Meaning; this [Momotaro Jeans'](#) original wash, sold out all over Japan in just 2 weeks. They're still available at [Tenue de Nimes](#) to add some style & functionality within [your fixed gear crew!](#) Go fast. Go hard.

31.05.2009 4 comments

Worth ding

Kunst & Vliegwerk
01.05.09

Augmented Gundam Suit
31.05.09

Momotaro Cycling Jeans

Environmental Film Festival
30.05.09

MLB J111



YOOX.COM
FASHION & DESIGN

SPRING PROMOTIONS
UP TO AN EXTRA 20% OFF

Marc Jacobs
Diane Von Furstenberg
Stella McCartney
Diesel
Dolce & Gabbana
Alexander McQueen

supernews

- [new shops](#) ○
- [new products](#) ○
- [upcoming events](#) ○
- [sufunews](#) ○
- [archive](#) ○

supertags

in supernews you can catch up on new and important shop openings, essential exhibitions and events, and new product design from around the planet... as well as superfuture news. welcome to the superblog!

superfuture > supernews > :: amsterdam: cycling jeans

supersearch

online: modo chandelier

london: season of the witch

amsterdam: cycling jeans

looks like the boys at [jeune de nimes](#) have a world exclusive on their hands. we're talking [momotaro's](#) cycling shorts, the first pair of sports jeans we have ever heard of. made of 10.5 oz japanese selvage denim, woven by shuttle looms, it's a surprisingly light-weight and also durable fabric. adorning the back pocket are two reflecting stripes which even gained approval by the japanese ministry of transport. shop location: [landsgracht 80](#) [centrum].

Japanese Designers Project
www.graniph.com

Japanese Designers Project
www.graniph.com

contact about services legal advertising rss
©2009 superfuture® all rights reserved



archives

- [april 2009](#)
- [march 2009](#)
- [february 2009](#)
- [january 2009](#)
- [december 2008](#)
- [november 2008](#)
- [july 2008](#)
- [june 2008](#)
- [may 2008](#)
- [april 2008](#)
- [march 2008](#)
- [february 2008](#)
- [january 2008](#)
- [december 2007](#)
- [november 2007](#)
- [october 2007](#)
- [september 2007](#)
- [august 2007](#)
- [july 2007](#)
- [june 2007](#)
- [may 2007](#)
- [april 2007](#)
- [march 2007](#)
- [february 2007](#)
- [january 2007](#)
- [december 2006](#)
- [november 2006](#)
- [october 2006](#)
- [september 2006](#)
- [august 2006](#)
- [july 2006](#)
- [june 2006](#)
- [may 2006](#)
- [april 2006](#)
- [march 2006](#)
- [february 2006](#)
- [january 2006](#)
- [december 2005](#)
- [november 2005](#)
- [october 2005](#)