

# Upshift Apparel Kickstarts Kevlar Jean

*Well-fitting asphalt resistant denim for motorcyclists*

HOBOKEN, NJ, UNITED STATES, May 29, 2015 /EINPresswire.com/ -- [Upshift Apparel LLC](#) has begun crowd funding their first product: the Upshift Straight Cut Kevlar Jean. Fashionable, well fitting, denim with a unique heat and abrasion resistant Kevlar lining.

The Upshift Straight Cut jean features high quality 14oz denim in a fashionable dark wash, with a unique 220 GSM Aramid Kevlar fabric lining in the seat, thighs and double reinforced in the knees.

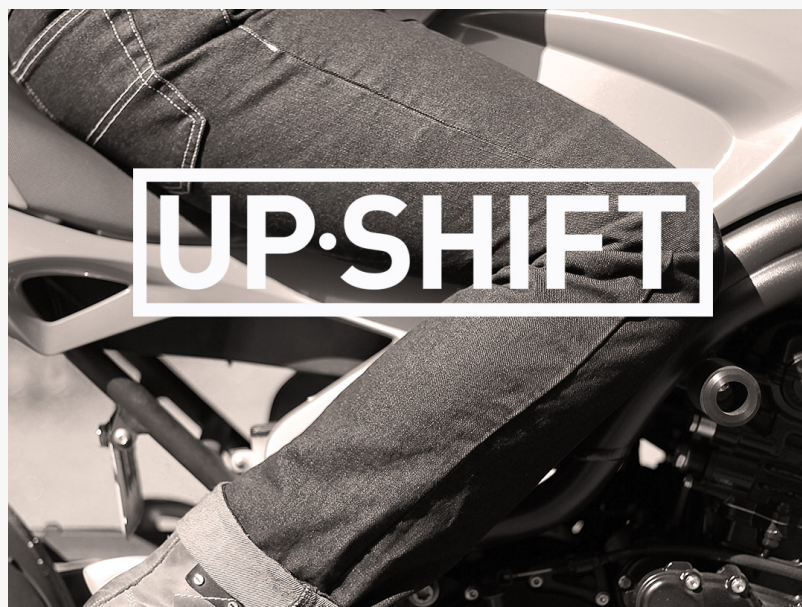
“Motorcycle apparel has always been a compromise,” said Chris Fetherston, founder of Upshift Apparel. “Tolerate ill-fitting, cumbersome gear, or wear street clothes and risk not having the protection you need.”

“That’s why we created the Straight Cut. We’ve spent 8 months developing and testing our prototype,” Chris continued, “and now we’re looking for the support of the community to help place our first production order.”

Once Upshift’s funding goals have been reached, supporters will receive a survey asking to confirm sizing and final shipping details. Then the production of the first batch of Upshift Straight Cut jeans will begin.

Support Upshift Apparel’s Kickstarter at

<http://kck.st/1cmh8df>



Upshift Apparel LLC was founded in 2015 by Chris Fetherston in Hoboken, New Jersey for the purpose of producing fashionable, well-fitting motorcycle apparel. Learn more at [upshiftgear.com](http://upshiftgear.com)



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