

Alpinestars is a technical safety gear manufacturer for motorcycle and auto racing (MotoGP, Motocross, Formula 1 and NASCAR), as well as extreme sports.

They have also developed a fashion clothing division for men's and women's sportswear lifestyle apparel, based upon Alpinestars' heritage in motorsports.

Founded in 1963 by Sante Mazzarolo in Asolo, Italy, the company started out making hiking and ski boots, but quickly focused on making boots primarily for motocross racing. In the 1990s, the company branched out into manufacturing all types of protective and technical gear ranging from gloves and jackets to full leather suits for motorcycling and today they have offices in Los Angeles and Tokyo while the original headquarters and main research & development labs remain in Northern Italy. The company takes its name from the English translation of the Italian word for "edelweiss" (stelle alpine) which, when translated into English, literally means "Alpine stars".

The company is today headed by Sante's son, Gabriele Mazzarolo[1] and their claim to fame is the Tech 10 boots that have been worn on the feet of some of the world's best motocross and supercross racers. Alpinestars is now a global brand, developing technical racing products for MotoGP with leather suits, boots, gloves and protection worn by the last two World Champions Nicky Hayden and Casey Stoner. In auto racing, flame and heat retardant Nomex suits, footwear, gloves and underwear have been developed in Formula 1 and NASCAR with recent Champions Fernando Alonso and Jimmie Johnson.

With the growth of motorcycling consciousness in the urban environment and Alpinestars leading influence in awareness and apparel style the fashion division was established, with design centres in California and Italy, to develop clothing for a sophisticated audience with an international sense of style and taste for fine detail and quality.