

Rapha.

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PRESS RELEASE

Rapha and Paul Smith Launch Cycling Collection

**July 2010.** On October 1st 2010 Rapha and Paul Smith will launch a co-branded Rapha + Paul Smith collection of cycling clothes and accessories. Building over two seasons, the collection will feature products that are inspired by road racing and designed specifically for city riding.

This is the latest in a series of collaborations between Rapha and Paul Smith. The two companies first worked together in 2007 on a Grand Départ Jersey to celebrate the Tour de France prologue in London. The jersey is now a collector's item, fetching at least £300 on eBay. Paul Smith went on to sponsor the Rapha Condor Sharp racing team in 2009, and has already featured the riders on Paul Smith bags this summer. A limited edition Paul Smith version of Rapha's Grand Tour Gloves was launched earlier this year.



The co-branded collection kicks off this autumn with a City Rain Jacket, jersey and luxury cycling accessories. This capsule range will be extended further next spring with additional jerseys, trousers and accessories. All of the products will be branded Rapha + Paul Smith. The autumn collection combines leading technical fabrics and details with striking colours and polka dot patterns. Patches and panels in high visibility pink continue a new visibility approach featuring on Rapha's core line of city riding products this autumn. The phrase 'Freedom of the open road', in Paul Smith's handwriting, features as embroidery on key pieces.



Products launching on October 1<sup>st</sup> include:

- The Rapha + Paul Smith Rain Jacket is available in purple or black and comes with its own carry pouch. It is completely waterproof, with fully taped seams. Visibility is improved by the inclusion of high-vis pink cuffs and a drop-down tail that zips away when you're not on the bike.
- A Rapha + Paul Smith Merino Jersey is offered in purple and black with a reflective hi-vis dot on the back pocket and chest. Details include a quarter length Riri zip and contrast colour tipping on the collar and cuffs.



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- The Rapha + Paul Smith accessories for autumn-winter include a Knitted Winter Hat with hi-vis yarn running through the ear flap and a purple polka dot liner, a polka dot jacquard cap with purple text under the peak, full fingered leather gloves with a hi-vis velcro adjustment band, a polka dot print Silk Scarf and an Essentials Case with purple lining and Riri zip.

Sir Paul Smith said of the collection, *"I am really pleased to be working with Rapha on this introductory collaboration. We have been friends with Rapha since the beginning and admire them very much. I hope we can add a little Smithy touch to their great products. The collaboration for next year will be extended to include more items."*

Rapha founder, Simon Mottram commented, *"It's a great honour to be working with Paul Smith again. Products for city riding are a growing part of the Rapha range and I'm sure that the expertise and design flair of Paul Smith will help us convert even more cyclists to higher quality, technical riding gear."*

The collection will be available to view at the Rapha Cycle Club in London and New York from July 16<sup>th</sup> for 2 weeks. Rapha + Paul Smith products will be available exclusively online from the Rapha and Paul Smith websites and from key Paul Smith retailers from 1<sup>st</sup> October.

-Ends -

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Paul Smith website: [www.paulsmith.co.uk](http://www.paulsmith.co.uk)

Rapha press area: [www.rapha.cc/press-area](http://www.rapha.cc/press-area)

Rapha Cycle Club, London: 146-148 Clerkenwell Road, London, EC1R 5DG

Rapha Cycle Club, New York: 352 Bowery, New York, NY 10012

### **Rapha**

Rapha creates the finest cycling clothing and accessories in the world. Designed without compromise for the most discerning rider, Rapha products blend style with optimum performance. A passion for road racing means Rapha is more than just a product company. It is an online emporium of performance roadwear, accessories, publications and events, all celebrating the glory and suffering of road riding.