



PERFORMANCE ROADWEAR

PRESS RELEASE

New Rapha Collection for Autumn/Winter 2010

July 2010. On 1st September Rapha launches its latest collection of performance clothes and accessories for the most demanding and discerning road riders. Key details of the range are included below and highlights include:

- 23 new products across a range of 80 and a new, rich colour palette.
- A range of 'Deep Winter' clothing for training in the coldest weather.
- Upgrades across the training and racing range, plus new Leg Warmers and Oversocks.
- Rapid expansion of the City Riding range, with standout new products and a two season collaboration with Paul Smith.
- Three important new training and racing products for women.
- A new Rapha range of Performance Skincare for the active cyclist.

Racing and Training

The Racing and Training collection has been updated and refined following customer feedback. A number of 'Deep Winter' garments have been added to extend the temperature range covered to the coldest conditions where riding is still safe. The range has been rounded out with new products that will become staples of every serious rider's wardrobe.

Clothing for 'deep winter' riding:

- To insulate against the coldest days Deep Winter Tights and Winter Gloves are new for autumn 2010. The Deep Winter Tights have windproof front panels and a heavier Thermo-Roubaix fabric whilst the Winter Gloves are softshell with a knitted insulating liner. The Winter Jersey has a reworked pocket layout with ballast pocket for longer training rides and increased wind proofing.

Updates to the core range:

- Popular core products such as the Rain Jacket, Long-Sleeve Jersey and Winter Jersey remain in the collection with updates and added features. Cream and French Navy blue have been added as Long-Sleeve Jersey colours (the neck of the cream jersey has a grey lining to hide dirt).
- To improve visibility the Classic Softshell Jacket and Winter Tights now have reflective piping whilst the Winter Jersey has a reflective armband and tab.
- A new product for this season, Rapha's Leg Warmers use multiple flat-locked panels for a perfect fit and have a pre-shaped knee. A lockdown zipper and zip guard are additional quality features uncommon in other leg warmers.
- This September Rapha launches its first oversocks. Manufactured in the USA by De Feet, with their trademark quality, fit and durability, the oversocks are offered in black or white and will also be available from Rapha in a three-pack bundle.
- Popular Rapha accessories including merino hats and socks and silk scarves are available in additional colourways

Cyclo-cross kit and team:

- This year's cyclo-cross clothing and accessories feature a distinctive candy-stripe colour palette inspired by Rapha Condor Sharp Team Manager John Herety's Co-Op jersey from the 80s. The Cross Jersey is made from black Sportwool and comes with its own kit bag. The Cross $\frac{3}{4}$ Bib shorts use a lighter-weight Thermo-Roubaix lining than last season and have been thoroughly tested to ensure an excellent fit and pad position. To complete the range a pit umbrella is available to keep riders dry on the start line.
- In the USA, Rapha is launching a RAPHAFOCUS cross racing team with the leading German bicycle brand and including top US racer Chris Jones in its line-up. The team will use team skin suits in the 2010 Rapha colours and design.



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Women's Collection

Building on the capsule range launched earlier this year, the Autumn Winter collection offers even more key Rapha items for female riders. Elegant styling and fit have been combined with technical features in a number of essential wardrobe staples. Accessories such as hats, base layers and neck warmers are also available in smaller sizes from the existing core Rapha range.

- The Classic Softshell Jacket has been re-fitted for the female cyclist. Repeatedly voted the best cycling jacket on the market, the men's version is hugely popular. The women's version has all the same features and style, but cut for the female form.
- Rapha Women's $\frac{3}{4}$ Bib Shorts are cut just below the knee to provide a flattering silhouette and have reflective piping on the leg. The bib features a lock-down zip and zip guard for comfort whilst the Cytech pad is the same as the one used in the Rapha Women's Shorts and has been tested by the Rapha Condor women's team to ensure a perfect fit.
- An adaptation of the men's version, the Long-Sleeve Jersey comes in cream, slate blue and black, with a concealed pocket in the seam to ensure an elegant shape.

City Riding

Riding in the city requires clothing that is as durable and functional as racing clothing and that is also protective and highly visible. The clothing should be stylish when away from the bike and adaptable to changing environments and occasions. Created with these demands in mind, the Rapha collection brings new levels of quality, innovation and style to city riding. It is the biggest and most complete range to date and ideal for the rider who wants to ride fast and stay comfortable around town.

- With a perfected fit for comfort on the bike and off, the Bomber Jacket and Tweed Softshell are ideal outer layers for travelling around the city. The Bomber Jacket continues from last Autumn in a grey colour with a pink lining. The Tweed Softshell is made from wool tweed and a Schoeller membrane, with shoulder and elbow patches nodding towards hunting. Reflective piping on the shoulder seams and subtle details combine in a highly technical but stylish jacket.
- Visibility has been improved across the City riding range through extensive use of high-visibility pink as button on patches, reversible tabs and drop tail features.
- Rapha's range of performance knitwear has been expanded, with fully-fashioned jerseys and tops in fine merino wool. The new Breton Sweater nods to traditional cycling styles and has a rear pocket and contrast stitching. The Track Top is ideal as an outer layer on warmer days or as a mid layer. The Long-Sleeve Polo Shirt and Long-Sleeve Shirt are designed for smart, all day riding.
- With simple styling and all the features you would expect from a pair of over-trousers, the new Rapha Softshell Trousers are slim cut and breathable. Made from the same material as the Softshell Jacket, they are fully water resistant with taped seams throughout and a reinforced Cordura seat panel. Zipped pockets, internal tailoring and reflective flashes are additional features of this highly technical product.
- In January Rapha will launch its first jeans. A staple of every wardrobe, jeans are versatile but over time conventional jeans can never withstand the stresses of cycling. The Rapha Jeans have been developed and tested over two years. The unique Rapha fabric combines an extremely durable nylon and Cordura weave that creates less abrasion in the saddle area. It is high stretch, stain resistant and dries quickly. The shape and fit of the jeans has been designed specifically for on the bike use with a high-rise back and rear pocket for a D lock. For visibility the bottom of the leg has a reflective strip on the inside and high-vis pink binding that are visible when the trouser leg is rolled up.
- Rapha's expanding range of accessories for city riding includes new colours of leather Town Gloves, silk scarves and beautifully finished Gentlemen's caps.

Rapha + Paul Smith

This exciting co-branded collection builds on a relationship that began in 2007 and will expand further in the Spring. 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 range of city riding products this autumn. The phrase 'Freedom of the open road', in Paul Smith's handwriting, features as embroidery on key pieces.

- 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 can be zipped away when not on the bike.



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- The 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.
- 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.

Skincare

New for Autumn 2010, Rapha launches its first range of performance skincare. A unique Rapha fragrance, inspired by Mont Ventoux and the fragrant herbs and plants that grow on the slopes of the legendary mountain, is used across the range. The products are packaged in gloss black metal tins, with outer packaging that celebrates Mont Ventoux, the demands it places on the rider and its rich cycling history. Three products are launched this September with more to be added next year.

- Rapha Chamois Cream is a luxurious blend that helps reduce friction and soothe and protect the skin. Vegetable Glycerin and Shea Butter help to keep the skin hydrated and moisturised while a derivative of menthol keeps it cool. The cream also contains a special antimicrobial blend with Rosemary extract to help protect against fungal and bacterial microbes that can cause irritation and odours.
- Rapha Winter Embrocation is an emollient balm that combines the active warming agents including Capsicum and Wintergreen, while Arnica helps stimulate circulation and soothes tired muscles. To help moisturise the skin these are mixed with a complex blend of seed oils.
- Rapha Soap is inspired by the olive groves in the shadow of Mont Ventoux and its flora and fauna. Perfect for a relaxing post-ride bath, the soap is also mild enough to be ideal for washing Rapha leather gloves.
- The range will be expanded in the spring with Shaving cream (for legs and face).

-Ends -

A summary of colours, prices and launch dates is attached and all items will be available online from www.rapha.cc.

For further information and images of the range contact Laura Etherington, laura.etherington@rapha.cc / +44 (0) 207 482 9171

Rapha website: www.rapha.cc

Rapha press area: www.rapha.cc/press-area

About 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.