



PERFORMANCE ROADWEAR

PRESS RELEASE

A Three Month Celebration of Cycling Opens in London

April 2010. This May, for three months only, the Rapha Cycle Club will open in London. A unique combination of gallery, shop and café, the Cycle Club is a meeting place where riders can share their passion for road racing.

The growing popularity of cycling and cycle sport over the last two years has been boosted by Olympic success and recently the launch of Team Sky, but until now there has been nowhere for fans in London to meet and enjoy the sport. Unlike most 'pop up' stores, the Rapha Cycle Club will be more than just a retail space. With live screenings of road races and a full calendar of exhibitions and events, the Rapha Cycle Club will be a home for the sport, the epicentre of cycling where visitors can get their fix of riding, style and culture whilst enjoying a cup of Rapha blend coffee.

Simon Mottram, Rapha Founder, commented on the reason for creating the Cycle Club:

"Long frustrated at having nowhere to watch racing or share the love of the sport with others, we have conceived the Rapha Cycle Club as the place we would most like to hang out in the summer. We are looking forward to meeting like minded fans, riding and watching the racing, consuming cycling culture, surrounded by beautiful things. This is the ultimate Rapha experience."

An extensive range of Rapha products will be available to buy including a limited edition collection of items created especially for the Cycle Club. A Rapha blend of coffee will be available in the café along with delicious cakes and cycling related food such as a specially created fruit and nut bar. Rapha's café partner, Nude Espresso, was voted Independent Café of the Year by the Café Society and has built a reputation making the best coffee and blends.



A Three Month Celebration of Road Racing

A full calendar of events including film and music evenings, book and product launches, evening screenings of races, regular group rides and Rapha customer and club evenings will enable visitors to immerse themselves in road cycling throughout the summer.

All the important road races will be screened live starting with The Giro on the 8th May and followed by the Tour of California, Dauphine, Tour of Switzerland and Tour de France. Three exhibitions will be at the heart of the Cycle Club this summer, with a Fausto Coppi exhibition in May and a Tourmalet one in June with the original notebooks of Alphonse Steines. In July, while attention on the main floor of the club turns to the 104th Tour de France, the Rapha Cycle Club will present an exhibition of vintage racing bikes where 10 original bikes from the last 100 years will be exhibited offering a rare insight into the technology that has carried Tour riders to victory over the years.



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A Club for All Fans

This unique cycling experience may be called a 'Club', but membership is free. The only qualification is an interest in the sport of road racing.



Opening hours

Monday to Friday	8am to 8pm
Saturday	10am to 8pm
Sunday	10am to 4pm

The Rapha Cycle Club is open from Saturday 8th May until Saturday 31st July. Press opening party 5th May.

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

A further Rapha Cycle Club will open in July in New York City and will run until the end of September.

-Ends -

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Rapha website: www.rapha.cc

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

Nude Espresso: www.nudeespresso.com

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.

Fausto Coppi Exhibition - May

Coppi, the '*Campionissimo*', is widely viewed as one of the greatest racers of all time and much loved around the world. Coinciding with the 50th birthday of Coppi's death and curated with William Fotheringham, Coppi biographer, the Rapha Cycle Club exhibition will include original bikes, jerseys, photographs and unique documents from Coppi's life.

Tourmalet Exhibition - June

In June, the Cycle Club will focus on the Col du Tourmalet. The most celebrated Tour climb and one of its highest, the Tourmalet is, literally, the high point of this year's Tour de France. The race will climb it twice and the amateur Etape du Tour event tackles the fearsome east side. The Tourmalet was one of the first mountains to be included in the tour in 1910. Rapha is celebrating this climb with a re-run of the infamous 1910 stage that covered 360km and 4 climbs. A commemorative jersey is also being launched and the Rapha Cycle Club will exhibit the priceless, original notebooks of Alphonse Steines who reconnoitered the Pyrenees for Tour founder Henri Desgranges in 1910.