

# Rapha.

PERFORMANCE ROADWEAR

## PRESS RELEASE

### Rapha Launches Cyclocross Range

**September 2010.** The cyclocross season is fully underway and following the launch of the Rapha-FOCUS cyclocross team, Rapha's Cross Jersey and Cross  $\frac{3}{4}$  Bib Shorts go on sale this week along with the pit Umbrella and Rapha-Focus Cap. Inspired by the hardy cyclocross racers of Europe and North America the collection has been designed to meet the demands this unique sport places on both riders and equipment.



The red, pink and blue tricolour of the Rapha-Focus team features across the collection, and the Cross Jersey and Cross  $\frac{3}{4}$  Bib Shorts are made from performance fabrics with rider-specific details and fit. The Cross Jersey has side panels and a slim, race fit and the lightweight fabric is excellent at wicking moisture away from the skin. It also has a soft merino inner for warmth and a raised collar offers additional protection from the elements. Specific design features include a reinforced foam pad stitched into the right shoulder, with a blue, red and pink cross-stitch detail. The Rapha Cross Jersey also comes with a drawstring bag for stowing post-race kit. Providing the same unrivalled fit as Rapha's regular  $\frac{3}{4}$  Bib Shorts, the Cross  $\frac{3}{4}$  Bib Shorts use a lighter fabric that is more suited to cross racing but equally strong. A full back panel offers greater protection against the elements, while mesh panels on the upper back and shoulder straps help regulate body temperature. A zipped key pocket in the lower back is lined with neoprene padding to guard against injury in the event of a fall.

Originally created for the pit crew of the Rapha-Focus cross team in the US, the lightweight pit Umbrella features the team's distinctive multi-coloured livery and Rapha Focus logos. The Rapha-Focus Cap is a classic five panel cycling cap. The multicolour cotton cap also features other co-sponsors of the team in contrast print around the panels.



The Cross Jersey is £150 and the Cross  $\frac{3}{4}$  Bib Shorts are £150. The Umbrella is £50 and the Rapha-Focus Cap is £15. All are available to buy from [www.rapha.cc](http://www.rapha.cc)

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For further information and images of the range contact Laura Bower, [laura.bower@rapha.cc](mailto:laura.bower@rapha.cc) / +44(0)207 482 9171

Rapha website: [www.rapha.cc](http://www.rapha.cc)

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