



PERFORMANCE ROADWEAR

PRESS RELEASE

Rapha's Spring Summer Collection 2010

February 2010. With the details, finishing and thought that Rapha is renowned for, the Spring Summer collection continues to support and accompany every aspect of a cyclist's lifestyle. The collection is divided into four categories: Training and Racing, City Riding, Lifestyle and new for 2010, a capsule Women's range.

Training and Racing – More Refined Than Ever

A passion for road cycling is at the heart of Rapha and the Training and Racing range for Spring Summer includes essential products which are more refined than ever and have been tested to extremes.

- The **Club Jerseys** are in beautiful Spring colours, with detailed embroidery and great story labels. Updated for 2010, the **Country Jerseys** are now full-zip with the country reference moved to the armband for appeal around the world. Italian arm warmers and a British Cap complement the Italian and British jerseys.
- Tested to extremes on the Rapha Cent Cols challenge, the toughest sportive in the World, the **Lightweight Jersey** is now available in pale blue as well as white.
- Refinements to the **Gilet** make it an even more elegant vest.
- Grey is the new black for the **Stowaway** and pink returns in this style as well. Hi-vis or high-class, both are true.
- **Pro Team mitts** have durable Lycra and sniper padding in the palms for more comfort.
- The Rapha Condor Sharp pro team are stronger than ever for 2010 and look just as stylish. The Rain Jacket replaces the Stowaway for this season. The team continues to test and give feedback on the clothing.
- The core of the range includes staple products everyone should have: **Baselayers** should be worn by everyone and Rapha's ultrafine merino base layers are quite simply the best. Merino Socks, Caps and Knee Warmers are unchanged, unmissable and all beautifully designed and tested.

At Last Women's Cycling Clothing Gets The Rapha Treatment

Following numerous requests from customers and female cyclists Rapha are launching a capsule women's range in March. After much research and testing, the finish, design and quality of the range is to the usual standard expected of Rapha clothing and includes women specific versions of some core Rapha items.

- A woman specific version of the **Classic Jersey** will be part of the range, available in red and black and with women's arm warmers, and the **Stowaway Jacket** will be in a rich red and cream.
- The **Cycling Shorts** have a high waist-band for comfort and to avoid exposed flesh on the back and a snug fit around the waist, along with being cut longer in the leg for a flattering silhouette. The design gives the support of bib-shorts without the inconvenience.
- The range is distinguished by a subtle red and cream trim throughout, and no flowers in sight!

City Riding Takes Off

There is a need for better clothing for the rider who wants to get around the city by bike, quickly and in comfort. Building on the past few years Rapha is bringing elegant design, tailored finishes, and inspiration to city riding. As with the rest of the range, the clothing is made to perform beautifully on the bike whilst looking the part at the workplace or out for drinks afterwards.

- **New shirts:** Long sleeved shirts in Gingham and Short-sleeve shirts both use a fast wicking, high stretch cotton mix for ease of movement and comfort on the bike.
- **Underwear:** New Merino Boxers with a subtle pad and V Neck Base Layers in ultrafine merino, to wear under shirts.
- **Trousers and shorts:** Rapha Trousers have been a great success and are now available in grey. The new 3/4 shorts are based on the Fixed shorts but with lighter, hard wearing Schoeller fabric. Touring shorts are a favourite and are now in cool grey too.
- Last year's successful collaboration with Timothy Everest has given birth to a ready to wear, off the peg version of the **Tailored Jacket**. Unique Rapha nanosphere technology fabric, beautiful finishing, articulation and on-the-bike details make this the ideal jacket for arriving at the office in style.
- In collaboration with US based Apolis Activism, the luxurious **Transit Elite** jersey is made of Nepalese cashmere.



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Beyond Clothing – The Cycling Lifestyle

Rapha is continuing to build an emporium of products and services. From travel and luggage to music and embrocation, the rider's cycling lifestyle is supported and celebrated.

- **Travel:** Experience Europe's greatest rides with Rapha Randonnées, three point-to-point adventures of 80 – 100 miles riding each day. After last year's success, Rapha will be partnering with the Cent Cols Challenge, the ultimate sportive of 100 cols in 100 days.
- **Music:** Inspired by the great road races, a series of albums of music and sounds will be released during the Summer. The first album will be available for the Giro in May.
- **Skincare:** A Rapha range of 'Performance Skincare' launches in July. The first products are Chamois Creme and Embrocation using a scent and performance inspired by Mont Ventoux.
- **iPhone apps:** A unique Rapha iPhone application is due to launch in May.
- **Luggage:** An expanded, completely redesigned Rapha luggage range is due to launch in September

-Ends -

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Rapha website: www.rapha.cc

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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.