



PERFORMANCE ROADWEAR

PRESS RELEASE

At Last Women's Cycling Clothing Gets The Rapha Treatment

March 2010. Following numerous requests from customers and female cyclists luxury road cycling emporium, Rapha, are launching a capsule women's range in March.

After five years producing the most stylish and functional clothing for male road cyclists, a clear gap still existed for classic, elegant cycling clothing for women. More than 30% of cycling journeys in the UK are now made by women and research showed that women were already buying, and loved, Rapha men's clothing and wanted similar items made to fit them perfectly.

After much research and testing, the finish, design and quality of the range is to the usual standard expected of Rapha clothing and will include a women specific version of the Classic Jersey and the Stowaway Jacket. Cycling Shorts will also be part of the range and will 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. Rich colours dominate the range with the Classic Jersey available in red and black (with women's arm warmers as in the men's version) and the Stowaway available in red and cream. The range is distinguished by a subtle red and cream trim throughout, and no flowers in sight!

Rapha's CEO, Simon Mottram, said of the range:

"We had so many requests from women who love Rapha clothing and wanted the same but with a women-specific fit. This was our inspiration and we are offering something befitting the class and style of the sport and the women who are involved in it. We realised early on that the women's range should be an extension of the men's one and we've avoided girly colours and floral prints. A passion for road cycling is at the core of everything Rapha does and as with the men's clothing each product will contain a story label inspired by the legends and character of the sport."

It is planned to extend the range as there are lots of Rapha menswear products which deserve a women's version. For Spring Summer 2010 the existing menswear range will expand to include more of the smallest sizes (XS and S) to accommodate the growing female customer base. All Rapha clothing is tested under extreme conditions and the women's range will be no different. A grass-roots team is being developed in London and the South East and ongoing feedback from the riders will be invaluable.

-Ends -

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Rapha website: www.rapha.cc

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

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.