

Rapha.

PERFORMANCE ROADWEAR

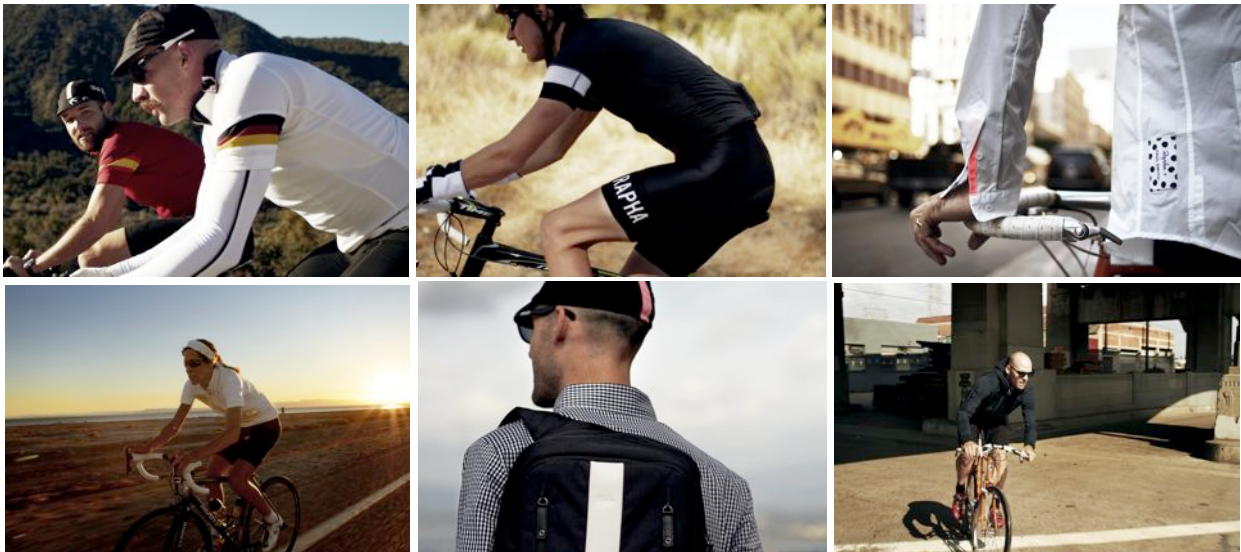
PRESS RELEASE

Rapha's Spring Summer 2011 Range

Feb, 2011. Rapha are unveiling their Spring Summer range for 2011 through a series of stings produced whilst shooting the collection in Los Angeles. Starting today, the Pro Team range will be showcased and the Training and Racing Collection features in the sting 'Getting Ready'.

Created for the road rider with a passion for performance, design and the sport of cycle racing, the Spring Summer 11 range offers products and accessories for everyone. Competitive racing apparel, essential training kit for men and women, functional city roadwear, innovations in luggage and luxury accessories make up the emporium, all celebrating the glory and suffering of road riding. Collection highlights include the new Pro Team range created to meet the specific demands of elite-level road racing, the second season of the Rapha + Paul Smith collaboration which combines sartorial flair and dandyish details with modern fabrics and innovative design, and a new Rapha Luggage collection with an expanded and updated group of products that carry luxury and functionality in abundance.

The first of the new season's items, the Country Jersey, goes on sale today with the Pro Team range available next week. This year's Country Jerseys represent Spain, Italy and Germany. Made from high-wicking Sportwool for cycling in warmer conditions, this technical jersey has side panels for enhanced fit and reinforced pockets for better load stability.



The Spring Summer stings can be seen here: <http://www.rapha.cc/spring-and-summer-2011-range>

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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.