



RENOWNED CALIFORNIA CYCLING APPAREL BRAND ORNOT IS COMING TO EUROPE

Amsterdam - June 2018 - The wait is over for cyclists across Europe as San Francisco based Ornot is proud to promote their minimalist cycling apparel this side of the Atlantic. The brand's ethos, "you could be a rolling billboard, Ornot" sets itself apart from the rest by consciously choosing to omit big logos and massive branding. Instead, they seek a minimalist aesthetic that combines the best materials, thoughtful design and an unmistakable California vibe.



Quality and minimalism have been brand defining pillars of Ornot for the past five years. Whether it's designing a jersey, bibs, socks or a bar bag, they guarantee the highest available manufacturing process intentionally choosing to produce all its products within the USA. To complement this production model they offer a one year warranty against all defects and a customer crash replacement program. So crash all you like, Ornot.

Matt Quann, founder of Ornot, discussing bibs: “As for what makes good bibs, there are a few integral points. Selecting a quality pad is crucial and we found the perfect reverse molded antimicrobial pad for this. We then had it sewn into the most ergonomic and comfortable position, making sure the fit and compression are perfect. You want the bibs to be compressive enough to support your muscles as well as remain in place while riding. Lastly, we use material that’s durable and doesn’t break down after too many times in the washing machine.”



Ornot was founded by Matt Quann in 2013 combining his passion for bikes and his vocation in design. As a racer, he was thrust into designing his teams’ kit thanks in large part to an escalating dissatisfaction with wearing logo heavy jerseys. The sponsors weren’t all too happy, but the team certainly was. It was here shortly after, he recognized this as a perfect way to combine cycling and design and so the story of Ornot began.

In addition to cycling specific clothes, Ornot also designs and produces a varied line of socks, base layers, caps, gloves, and bags. Ornot is now available in Europe online with free shipping in the whole of Europe from just €100,- at uk.ornotbike.com.



Ornot - EU website & Webshop



Ornot - Presskit



Ornot - Facebook



Ornot - Instagram



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