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## Biking in Style: VanMoof takes over the streets of Paris during Fashion Week

All eyes were on Dutch e-bike brand VanMoof, who brought a new, eye-catching mobility trend to this year's Men's Paris Fashion Week that's here to stay.



## **Unlocking the city**

*Amsterdam, July 6* – During Men's Paris Fashion Week, VanMoof rallied an international crew to showcase the ease of city living on an e-bike during one of the busiest and most visible times of the year for the industry. The transformative potential of the e-bike took center stage during VanMoof's take on Paris Fashion Week. Proposing that riding electric offers city dwellers the chance to reclaim their space, the city e-bike pioneers encouraged people to use their bike as a tool to unlock the endless potential of a modern-day city.

## All eyes on VanMoof

Paris Fashion Week has traditionally been a place where editors, stylists, tastemakers, and creatives from around the world come together for seven days to determine the direction of the fashion world. Those who flock to the yearly event have traditionally used cars to drive around the congested city in stuffy 30-degree heat, stuck in endless traffic jams and frustrated at the thought of being late to the next show.

But this year showed that trend to be a thing of the past. This June for the first time, VanMoof supplied over 50 e-bikes to give visitors from all over the world the opportunity to travel around the streets of Paris without breaking a sweat.

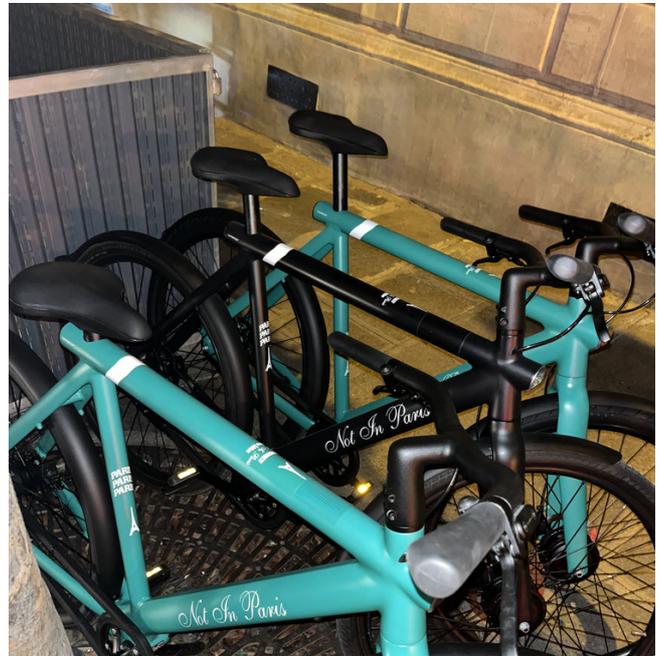


VanMoof's current Parisian riders include designer Stephane Ashpool, Simon Jacquemus, and Sarah Andleman, each of whom are regularly sighted riding VanMoof e-bikes in the city. This season they were joined by international musicians, editors, and creatives including the likes of Skinny Macho, Aminé, Diplo, David Fischer from HighSnobiety, Dazed street-style photographers and many more.

## **A week of firsts**

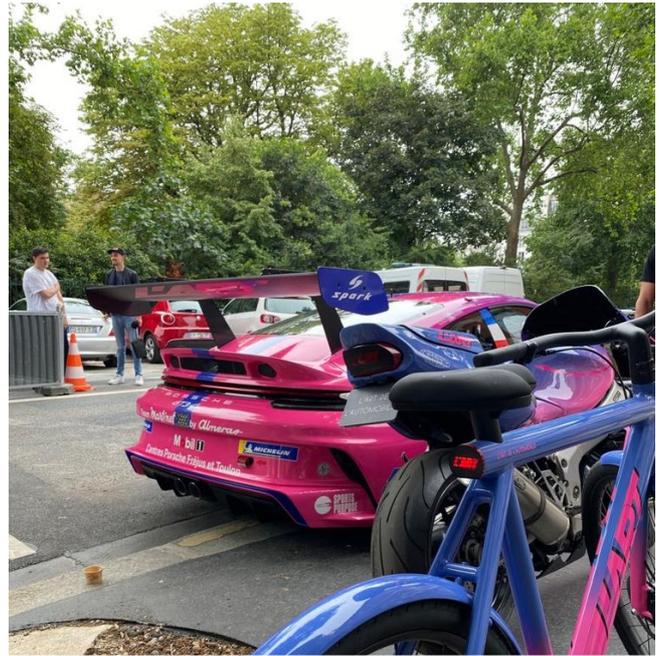
VanMoof was the key player in mobility over the course of Paris Fashion Week. Highlights from across the weeks event include:

### **HighSnobiety 'Not in Paris' VanMoof bikes**



For its 4th edition, Berlin-based magazine and global fashion label Highsnobiety presented a [VanMoof S3 customized](#) in the colors of their impressive pop-up at the notorious exhibition space, 3537.

### **L'Art de l'Automobile x Salomon VanMoof bike**



For its [collaboration with Salomon](#), L'Art de l'Automobile unveiled a gradient VanMoof S3 featuring the colors of both brands.

### **Stéphane Ashpool's Pigalle x VanMoof bikes**



Stéphane Ashpool, one of VanMoof's best-known ambassadors, [unveiled new customized S3 & X3 bikes](#) to pay tribute to his passion for biking.

## **A bike-positive future for Paris**

The e-bike brand's noticeable presence across shows, events, and parties in Paris comes at a crucial time, as attitudes towards biking in the city are undergoing a change. The city municipality is actively encouraging biking, having introduced [multiple incentives](#) to make choosing an e-bike more accessible – an act that makes it clear that city legislators worldwide are recognizing the fundamental need to accelerate efforts to both facilitate and encourage biking in urban areas. As part of the city's [Bike Plan](#), 180,000 additional bike parking spots will be added to the current total of 60,000 – more than tripling the city's bike racks. And between now and 2026, Parisian riders will gain 180 km of long-awaited and permanent bike lanes.

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[VanMoof - Media Kit](#)

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***About VanMoof***

*VanMoof was founded in 2009 by Taco and Ties Carlier, two Dutch brothers who dreamt up the perfect city bike. Today, its sleek, multi-award winning e-bikes offer a high-tech and feature-rich experience for a global community of almost 200,000 riders (and counting) worldwide. And the e-bike pioneers are just getting started. As the world's fastest growing and most well funded e-bike brand, Vanmoof is on course to redefine the future of urban mobility and get the next billion on bikes. VanMoof sells its e-bikes directly to consumers online, with Brand Stores in over 20 cities worldwide, from Paris and New York, to San Francisco and Tokyo. Its ever-expanding service network of Service Hubs and certified workshops spans across 50 cities.*

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#### ABOUT VANMOOF

VanMoof wurde 2009 von Taco und Ties Carlier gegründet, zwei niederländischen Brüdern, die das perfekte Stadtrad erdachten. Heute bieten die sleeken, mehrfach preisgekrönten E-Bikes ein hochtechnologisches und funktionsreiches Erlebnis für eine globale Gemeinschaft von Fahrer\*innen. Als die am schnellsten wachsende und am meist finanzierte E-Bike-Marke der Welt ist VanMoof auf dem besten Weg, die Zukunft der urbanen Mobilität neu zu definieren und die nächste Milliarde aufs Rad zu bringen. VanMoof verkauft E-Bikes direkt online an die Kund\*innen und hat Brand Stores in über 20 Städten weltweit, von Berlin und New York bis San Francisco und Tokio. Das ständig wachsende Servicenetz aus Service-Hubs und zertifizierten Werkstätten erstreckt sich über 50 Städte.

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VanMoof