

© 13 October 2022, 10:00 (CEST)

# VanMoof and Hiroshi Fujiwara drop Fragment Design collaboration

The limited edition e-bike is available exclusively at Dover Street Market London via online raffle.



*October 13, London* – Legendary Japanese streetwear designer and founder of the fashion label Fragment Design has teamed up with Dutch e-bike pioneers VanMoof to release a limited edition e-bike. A limited number of e-bikes is part of a new Fragment Design capsule collection, launching today at Dover Street Market London. Available via an [online raffle](#) on the e-shop.

## **Limited edition design**

The [VanMoof x Fragment Design S3](#) e-bikes feature the minimalist, cool and crisp execution Hiroshi Fujiwara is famed for. An all-black frame with the Japanese streetwear label's signature lightning logo sits alongside Dover Street Market's emblematic watermark. Race stripes and large lettering on the bikes' downtubes boldly identify the collaboration, which is limited to only a small number of bespoke e-bikes. A deeper shade of glossy black gently darkens the iconic frame of the Dutch manufacturer's signature VanMoof S3 model.

The bike is equipped with the same technologies that have forged the reputation of the Dutch manufacturer with a powerful motor, revamped Turbo Boost for instant acceleration, automatic electronic gear shifting, integrated hydraulic brakes, a keyless Kick Lock, and signature anti-theft tech.

## **Successful collaborations**

The latest collaboration with Fragments Design follows the successful limited-edition e-bikes VanMoof created over the last years with names like [Jacquemus](#), [Highsnobiety](#), [Eike König](#), [Pigalle](#) and [L'art de l'automobile](#).



The VanMoof x Fragment Design e-bikes are priced at £2248, available exclusively at Dover Street Market London via [online raffle](#).

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***About Fragment Design***

*Fujiwara was born in Ise, Mie. He moved to Tokyo at the age of eighteen and became a standout in the Harajuku street fashion scene, subsequently delving into music production. He is known as the godfather of the Ura-Harajuku fashion and is a globally influential streetwear designer. He launched his first brand, Good Enough, in the late 1980s, and has remained an icon ever since.*

*@fujiwarahiroshi*

### **About Dover Street Market**

*Conceived by Rei Kawakubo and Adrian Joffe, [Dover Street Market](#) is a place for creators from various fields to gather, encounter and collide with each other in a burgeoning atmosphere of beautiful chaos. It is a home for individuals who share a strong voice and personal sense of vision. A space where the synergistic coming together of these kindred spirits amounts to a new and symbiotic community.*

*The original Dover Street Market first opened in London, Mayfair in September 2004. There are now a total of eight Dover Street Market stores internationally including Ginza (Tokyo), New York, Singapore, Beijing, Los Angeles, Dover Street Parfums Market (Paris) and Dover Street Little Market (Paris).*

*In 2019, Dover Street Market Paris SAS company (DSMP) was established. DSMP oversees business activities such as Brand Development, Retail Stores and most recently 3537.org. A Dover Street Market Paris retail space is planned to open in 2022.*

*@doverstreetmarketlondon*

*@doverstreetmarketginza*

*@doverstreetmarketnewyork*

*@doverstreetmarketsingapore*

*@doverstreetmarketbeijing*

*@doverstreetmarketlosangeles*

*@doverstreetmarketparfumsmarket*

*@doverstreetlittlemarket*

*@3537org*

### **About VanMoof**

*VanMoof was founded in 2009 by Taco and Ties Carlier, two Dutch brothers with a vision of the perfect city bike. Now their bikes are changing cities and leading the current wave of people choosing e-bikes. VanMoof's sleek, multi-award winning rides offer a high-tech and feature-rich experience for a devoted worldwide community of almost 200,000 riders and growing. The iconic integrated frames mirror a fully integrated end-to-end company that has upended the bike industry by taking complete ownership of everything from design to production, from sales to after-service. One of Europe's fastest growing companies, VanMoof is on course to redefine the future of urban mobility and get the next billion on bikes. VanMoof brand stores can be found in Amsterdam, Berlin, London, New York, Paris, San Francisco, Seattle, and Tokyo, with expansion to 50 cities worldwide through dedicated Service Hubs achieved at the end of 2021.*

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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