

PEARL iZUMi Introduces BikeStyle Line for Spring 2019

PEARL iZUMi set out create the perfect apparel for those dressing for the destination, not just the journey. Comfortable, versatile and functional on any type of bike, any road or trail, as well as off the bike, BikeStyle apparel is the perfect way to weave riding into everyday life.

“Building on the success of our Versa products, we’ve added new bottoms with a more modern tailored fit for both men and women,” said Melissa Still, Product Manager for PEARL iZUMi. “We’re also excited to introduce new high performance Merino wool tops that combine responsibly sourced Merino with Reprive recycled polyester. Not only are these items sustainable, but they also fit and feel fantastic.”

The new collection of BikeStyle gear debuts at Eurobike 2018, including:

Women’s Vista Pant

This classic five pocket design uses soft, four-way stretch polyester twill, which moves smoothly with your body as you pedal. The wide waistband flatters the female form, and it is a little higher in the back for more coverage in the riding position. In addition to the classic five pockets, we have included a hidden zippered security pocket for important items. It is designed at an angle to place items, like your phone, behind the leg so they won’t interfere with pedaling. And an eco-friendly durable water repellent finish sheds road spray so you will look fresh when you arrive.



Vista Short

Equally at home on the trail and around town, these modern, tapered-fit shorts have subtle bike focused details making them pedal friendly and much more versatile than typical bike gear. A lightweight twill fabric with a durable water repellent finish allows enough stretch for comfort on the bike, and sheds road spray to keep you dry and the shorts looking fresh. The classic five pocket design includes an angled hidden security pocket, which places items behind your leg out of the way, so they don't interfere with pedaling. With a fit this dialed, you will wear these shorts even on those boring days when you don't get to ride.



Women's Vista Shorts

This classic short with subtle bike focused details allows you to dress for the destination, not just the journey. Lightweight four-way stretch twill allows enough stretch for easy pedaling comfort, and an eco-friendly durable water repellent finish sheds road spray to keep you dry and looking fresh. In addition to the classic five pockets, we have included a hidden zippered security pocket for important items. It is designed at an angle to place items, like your phone, behind the leg so they won't interfere with pedaling. The female specific fit feels great on-or-off the bike.

BLVD Merino T

This performance Merino wool top is made for those who regularly weave a ride into everyday life. It combines fast drying polyester and luxurious Merino wool for the ultimate in temperature regulation and comfort. But it is not a simple blend; our unique plated construction places the polyester next to your skin and the Merino on the exterior of the fabric to maximize the benefits of both materials. Plus, we use recycled polyester, so the fabric is completely sustainable. The slight drop tail provides more rear coverage than your average T on the bike and reflective elements are ideally placed for driver visibility.



BLVD Merino 1/4 Zip

This three-season top can be layered with a softshell jacket for winter riding or worn on its own when you just want to chill. Luxurious Merino wool is combined with fast drying polyester for the ultimate in temperature regulation and comfort. But it is not a simple blend; our unique plated construction places the polyester next to your skin and Merino on the exterior of the fabric, to maximize the best attributes of both materials. Plus, we use recycled polyester, so the fabric is completely sustainably sourced. The slight drop tail provides a bit more rear coverage than your average top on the bike and reflective elements are ideally placed for driver visibility.



Women's BLVD Merino T

This performance Merino wool top is made for women who regularly weave a ride into everyday life. It combines fast drying polyester and luxurious Merino wool for the ultimate in temperature regulation and comfort. But it is not a simple blend; our unique plated construction places the polyester next to your skin and the Merino on the exterior of the fabric, to maximize the benefits of both materials. Plus, we use recycled polyester, so the fabric is completely sustainable. The slight drop tail provides more rear coverage than your average T on the bike and reflective elements are ideally placed for driver visibility.



Women's BLVD Merino 1/4 Zip

This cozy three-season top can be layered with a softshell jacket for winter riding or worn on its own when you just want to chill. Luxurious Merino wool is combined with fast drying polyester for the ultimate in temperature regulation and comfort. But it is not a simple blend; our unique plated construction places the polyester next to your skin and Merino on the exterior of the fabric, to maximize the best attributes of both materials. Plus, we use recycled polyester, so the fabric is completely sustainably sourced. The slight drop tail provides a bit more rear coverage than your average top on the bike and reflective elements are ideally placed for driver visibility.



About PEARL iZUMi

For over 60 years, PEARL iZUMi has been evolving and revolutionizing the design and manufacture of performance apparel and footwear for athletes who depend on uncompromising gear. PEARL iZUMi products empower cyclists and triathletes to be faster, more comfortable and to perform better 365 days of the year. In 2013, PEARL iZUMi rooted its new world headquarters in the Colorado Front Range where it embraces strong influence, both culturally and structurally, from its Japanese heritage.

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