

# NEW SHIMANO CLOTHING COMBINES FORM, FASHION AND HIGH PERFORMANCE

## *S-PHYRE, EVOLVE and SUMIRE lines now in stores across Europe*

Following its debut at Eurobike 2019, Shimano's spring/summer clothing collection has landed at stores across Europe.

Designed especially for riders looking for a performance fit with sleek designs, the new ranges provide three different styles – either the ultra-performance S-PHYRE racing line, the EVOLVE all-day Road and Gravel line, or the SUMIRE women's specific line.

### ***S-PHYRE: Passion and technology***

The latest generation of **S-PHYRE** garments and accessories combines passion and technology through Italian craftsmanship with Japanese cycling expertise. Through a new material for its elite level jersey and bib shorts combination we have achieved our lowest form and friction drag, resulting in Shimano's most aerodynamic clothing.



The material of choice for the jerseys is TAIANA DRAG-ZERO with its dimpled surface on the front, upper sleeves and shoulders to help minimize form drag. For the bibshorts its KINETECH woven fabrics, creating a lighter short than knitted fabric with better water glide and optimum water repellency thanks to the compact and smooth textile surface.

Further features such as the form fitting silicon seam grips, race neck line, longer sleeves, elasticated pocket openings and fast-drying 4-layer chamois pad all add to the premium nature of an elite-level clothing set for riders who need to stay at the top of their game.

***EVOLVE and SUMIRE: high performance and high comfort***

Shimano's **EVOLVE range** is designed as a performance line for high performance and high comfort, especially on long road or gravel rides. In four new colourways it offers great breathability, handy storage space and 360 degree reflective elements, perfect for those looking for the best quality, elegant appearance and a comfortable endurance fitting style.



Shimano's **SUMIRE range** also introduces four new colour designs for 2020, coming in a cut designed specifically for women. The anatomic form of the jersey focuses on the shoulder/chest and side panels to offer a more comfortable fit than unisex jerseys. Fabrics are light weight and soft to the touch, with grippers at sleeve and jersey body openings. Full covered zippers, reflective elements and a technical 3-pocket construction combine to create an elegant and appealing jersey that can be colour-matched with footwear and accessories elsewhere in the Shimano range.



All new clothing lines can be ordered via Shimano dealers across Europe.

## **NOTES TO EDITORS**

1. **Embargo:** For immediate release
2. **Images:** can be downloaded at the link below:  
<https://www.dropbox.com/sh/j9prcoupodyoal/AABkgPXRQKN3gMBNICFOtcKXa?dl=0>
3. **Further Shimano press releases:** See the media centre here: <https://media.shimano-eu.com>
4. **ABOUT SHIMANO EUROPE:** Founded in 1921, Shimano is dedicated to helping its customers get closer to nature, supporting people to realize their dreams and create new lifestyles. That comes with the desire to create outstanding cycling products and apparel. With almost 100 years' experience in creating internationally renowned bicycle components, Shimano is proud to have developed products that continue to take countless athletes to victory and provide the means for limitless global bicycle journeys. For more information see [www.shimano.com](http://www.shimano.com).