

CAFÉ DU CYCLISTE

© 12 October 2021, 07:00 (BST)

66°NORTH AND CAFÉ DU CYCLISTE UNVEIL TECHNICAL BIKE KIT DESIGNED FOR THE WORST WEATHER ON EARTH

FOUR-PIECE COLLECTION INCLUDES GORE-TEX, PRINTED FLEECE, AND MORE



In the Côte d'Azur, a bad riding day involves a stop sign and clouds.
In Iceland, a good riding day means the snow doesn't stick.

United by the belief that good design enables time outdoors, premium French cycling brand Café du Cycliste has joined forces with Iceland's own 66°North to present a special collection of technical gear: a four-piece bike kit, designed for and proven in Icelandic winter conditions. This FW21 capsule is the partners' first project together, comprising of a packable GORE-TEX anorak, aerodynamic fleece jacket, and lightweight insulated layer, all built for exceptional resilience.

AN UNLIKELY PARTNERSHIP

66°North was introduced to the Café Du Cycliste team when they visited Iceland to tour the island's iconic black lava trails. Shared values turned a chance meeting into a creative workshop. Both loved cycling and believed design could solve any challenge. Neither had approached the challenge of cycling through a North Sea winter. From that spark, an idea formed: a kit designed for Iceland could take on the worst weather anywhere.



From that idea came four innovative products:

Skyli, a packable pullover anorak made from GORE-TEX INFINIUM™; **Seigla**, a breathable insulated jacket meant for activity in the cold;

Landmannalaugar, a streamlined insulator in a distinctively-printed recycled fleece; and **Landmannalaugar bum bag**, a small, versatile pack made from recycled polyester.

“Dramatic trails and striking nature make Iceland a cyclist’s paradise,” says Matthew Woolsey, Global President of 66°North. “But then there’s the weather. Meeting Café du Cycliste on set in Iceland, they saw the same beautiful challenge we did. Our partnership developed from there.”

“We are thrilled to join forces with 66°North. Their expertise in designing clothes for extreme weather conditions is invaluable for us,” says Remi Clermont, founder of Café du Cycliste. “We want to keep mapping cycling routes and making it accessible and comfortable all over the world through our products. Cycling in the most extreme conditions is something that adds both fun and beauty to the whole experience.”

CAMPAIGN DETAILS:

To put the product to the test, friends of 66°North Ágústa Edda Björnsdóttir and Eyjólfur Guðgeirsson took it for an all-conditions ride across the black lava gravel of Landmannalaugar, up and down Fjallabak Nature Reserve.

Images from their epic ride were photographed by Benedict Campbell and by the esteemed Icelandic photographer Benjamin Hardman. One of Benjamin’s photographs of the mountainous landscape inspired the print seen on the Landmannalaugar product.



FULL PRODUCT DETAILS:

Skyli is a pullover anorak made from GORE-TEX INFINIUM™. Windproof, water-resistant, and highly breathable, this lightweight shell is designed for packability and resilience, making it an ideal layer for bikepackers (or those who don't check the forecast.) A packable hood, side-entry zipper, and reflective details add further utility.

(Price: \$400/€350/£300; available in sizes XS-XL)

Seigla is a breathable insulated zip-up meant for activity in the cold. Cut to fit under a shell or be worn on its own, this technical jacket is both functional and stylish, with contrast stretch panels providing excellent agility. Reflective detailing on the cuffs and back hem ensure visibility, no matter the conditions. Four “drop” pockets on the back mean ample space for gear.

(Price: \$350/€295/£250; available in sizes S-2XL)

Landmannalaugar is a body-hugging insulator made of recycled fleece. The highly-breathable jacket features stretch paneling, a zipped chest pocket, and reflective detailing for visibility. Its distinctive pattern is inspired by the landscape of a treasured Icelandic nature reserve, from which the jacket also takes its name. Three “drop” pockets on the back keep essentials at hand.

(Price: \$300/€250/£225; available in sizes S-2XL mens fit and S-XL womens fit)

Landmannalaugar bum bag is a small, versatile pack made from recycled polyester. An adjustable strap lets wearers customize how it's carried, whether cross-body, around the waist, or over one shoulder. Two zipped pockets (one large, one small) keep things organized within. Durable and stylish, it's an exceptional choice for activities of all kinds, including biking, hiking, and festivals.

(Price: \$55/€45/£40; one size)



About Café du Cycliste: Café du Cycliste was born in 2010 in a traditional French café – a perfect mid-ride coffee stop – nestled in the hills above France's Mediterranean coast. It was founded by Remi Clermont and Andre Stewart from a love of cycling and a desire to produce high-quality, technically excellent cycling apparel with a twist of modern French style. Today, CDC counts more than 30 employees in offices between France, the UK and Spain and has stores in Nice, London and Mallorca.

About 66°North: 66°North is an Icelandic outerwear company creating multipurpose pieces made to last. Iceland has a spirit of people living an extraordinary, everyday life connected to nature and meeting impossible challenges with optimism, joy, and humour. Known for its sustainable outerwear, 66°North has been outfitting fishermen, search and rescue teams, and adventurers since 1926, and today is beloved by celebrities and outdoor enthusiasts alike.

Please note: each 66°North x Café du Cycliste garment was designed to meet the needs of cyclists, specifically gravel riders, adventure bikers, and bikepackers. Fit and sizing are accordingly trim. If you're planning to wear any 66°North x CdC garment casually, consider sizing up.

For more information, interview requests and an extended media kit, please get in touch with Clara.s@cafeducycliste.com



CAFÉ DU CYCLISTE

CAFÉ DU CYCLISTE