

CAFÉ DU CYCLISTE

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FOUR IN A ROW FOR CAFÉ DU CYCLISTE

Cycling apparel brand Café du Cycliste, based on the Cote d'Azur, has been named once again in Les Echos list of the 500 fastest growing French companies, this time with the position of 175. It's a fourth year in a row on the list for the company that started life in a small café in the hills of Nice in 2009.

With a head quarters in Nice, containing a café and store, the company produces a range of technical and stylish garments for both cycling and life outdoors. From jerseys and shorts to swimwear and backpacks, every design uses high performance materials with signature French style.



Creative Director and co-founder Rémi Clermont who, like many of his colleagues lives and breaths the cycling culture in Nice, said:

“Cycling is a beautiful pursuit that deserves the best apparel and accessories. We are right at the heart of French cycling culture, at the foot of the Alps, in a place that has a grand history in the sport and an amazing future for new bike adventures. We want to create products for every kind of ride, and for people who love exploring the outdoors.”

The strong growth of almost 163% in 2017/21 was driven by cycling markets across the world from Japan to Germany, with sales blooming online, through two own-brand stores in Nice and Mallorca, plus a carefully selected group of retail partners like Mr Porter and Matchesfashion. The company also enjoyed a boost with new shareholder Gregory Mager, co-founder of French beauty-business, Maesa.



Being at the front of the evolved cycling genre of ‘gravel’ or adventure riding has also contributed to the brand’s development, with Café du Cycliste expanding products in these areas alongside producing a pure outdoor range under the Arrière Pays name (French for back country).

“On our doorstep are famous climbs of the Tour de France like Col de Turini and Col d’Èze” continues Clermont “but the riding in the Alpes-Maritimes is far wider than that. The stunning scenery, the hidden routes, the local secrets. It’s constantly a voyage of discovery by bike, and we want to continue exploring as we grow the company.”

For more information, please get in touch with Clara.s@cafeducycliste.com.
For more images of Remi Clermont, please follow the link [here](#).



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