

CAFÉ DU CYCLISTE X LOOK CYCLE COLLABORATION CELEBRATES FRENCH STYLE AND PERFORMANCE

LIMITED EDITION PREMIUM APPAREL AND PEDAL COLLECTION ENCAPSULATES THE SPIRIT OF FRENCH CYCLING

Premium cycling apparel brand Café du Cycliste and LOOK Cycle, leader in cycling innovation and craftsmanship, have announced a limited edition collection of products hand-picked for road and gravel cycling, combining high performance with essential French style.

With its rich history in technical innovation and design, LOOK is the pedal designer and manufacturer of choice for the pro-peloton and keen amateurs around the world. Café du Cycliste has a reputation for designing high performance apparel using state of the art fabrics, all with a unique French flair.

The two iconic French brands have set out to encapsulate the 'freedom of the bike' with two limited edition packs - one celebrating road cycling, while the other highlights the road less travelled - combining Café du Cycliste's shoes and socks with LOOK's road and gravel pedals.

An eye-catching tie-dye design runs across the products in both the road and gravel packs, making each item completely unique. Each pack comes in a specially-designed presentation box.



CAFÉ DU CYCLISTE X LOOK - ROAD PACK

The limited-edition pack dedicated to road cycling brings together the latest Café du Cycliste carbon sole road shoes and custom tie-dye patterned performance socks with a set of coordinating LOOK KEO Blade Carbon Ceramic pedals. Café du Cycliste's FishGrid heel support technology, Solestar insole and carbon outsoles are a high-performance complement to LOOK's KEO Blade Carbon Ceramic pedals. Proven by WorldTour professionals and ridden by performance-focused cyclists around the world, KEO Blade Carbon Ceramic pedals provide unmatched power transfer, optimal contact surface and smooth ceramic bearings.



CAFÉ DU CYCLISTE X LOOK - GRAVEL PACK

Whether riding on mud, rock or asphalt, the combination of Café du Cycliste's carbon soled, high-grip gravel shoes with the stability of LOOK's X-TRACK Race Carbon Ti pedals brings a balance of power and control across all terrains, whilst the unique white and grey tie-dye pattern guarantees a stand out look. Designed to deliver unrivalled support and stability, LOOK's X-TRACK Race Carbon Ti pedals are used at the highest level on the most demanding routes. They are SPD compatible, lightweight and offer gravel racers and riders a large contact surface for unrivalled support.

The limited edition Café du Cycliste x LOOK road and gravel packs can be purchased online at lookcycle.com and cafeducycliste.com and will be available in select stores worldwide. Both limited edition packs will be priced at €490 or local equivalent.

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For a selection of hi-re images:

http://presse.cafeducycliste.com/media_kits/230905/

CAFÉ DU CYCLISTE - Forever outsiders

Founded in 2009 and anchored on the Cote d'Azur, Café du Cycliste is a French clothing label dedicated to sharing a passion for cycling and the outdoors. The brand offers performance, outdoor and lifestyle collections for those who love to explore more.

With a headquarters in Nice, Café du Cycliste is flanked by the mediterranean on one side and guarded by mountains on the other. The spiritual home of French cycling, the beauty of the Côte d'Azur and the Alpes Maritimes are outside the door.

What started as a cycling apparel company inspired by the outdoors has become an outdoor label with deep roots in the cycling world. What began as an idea to do things differently has become a community of like minded people who share the same values, beliefs and love of the outdoors.

LOOK - The art of Cycling

Inventor of the clipless pedal in 1984, the first carbon frame in 1986, LOOK has been racing and winning for 40 years. Its heritage and savoir-faire drive them to reinvent today's bicycle for tomorrow, while inspiring future generations to engage with their passion for cycling.

LOOK is a worldwide leader in cycling innovation and craftsmanship, with unequaled in-house experience in carbon design. An independent, historic and iconic French company, LOOK's head office in Nevers, Burgundy is the cultural home of the brand and where all product design and development takes place.

ORIGINAL URL

<https://presse.cafeducycliste.com/225303-cafe-du-cycliste-x-look>

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