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Vélobici Launches Modernist 2019 Range

New colours and product lines in expanded collection



LEICESTER, APRIL 11, 2019: Vélobici has drawn further on the influences behind its Modernist collection for 2019, with a new colourway and additional products that reference the Mod movement.

Key to the 2019 Modernist collection is a new grey 'Parka' colourway inspired by the iconic M51 fishtail parka that has long been standard uniform throughout the Mod community.

“I’ve always loved the faded olive of the fishtail parkas,” explains Scott Mitchell. “As these garments age their colour fades from the issue olive green to a silvery green-grey and that is the shade we wanted to capture in the new collection. It’s an incredible colour and really works when paired with the gold embroidery we’ve used for our logos.”

All products in the Modernist 2019 collection will be styled in the new Parka colourway and the French Navy colourway launched in 2018.



THE MODERNIST TRACK JACKET

Our Modernist Track Jacket is designed to cut a sharp, stylish silhouette off the bike, while remaining cool and functional when riding around town.

Crafted from the same proprietary VB/Pro Vr-1 fabric used in our roadwear collection, the Modernist Track Jacket offers water and wind resistance, incredible four-way stretch and supreme comfort. The use of performance nylon, over polyester, provides incredible durability, moisture wicking and odour resistance.

Featuring an embroidered VB logo to the left chest, the Modernist logo to the right chest, embroidered roundel to the right arm and reflective Vélobici piping to the rear neck, the Modernist Track Jacket is cut for a contemporary fit, with a funnel neck and VB logo pull tab.

KEY FEATURES:

- Luxurious VB/Pro-VR1 fabric
- Windproof, water resistant and highly breathable
- Embroidered Vélobici and Modernist logos to chest
- Full length, two-way zip with chin guard
- VB roundel zip pull
- Reflective piping on the rear neck
- Two pockets



All Vélobici clothing is 100% designed and manufactured in England. VB/Pro–VR1 fabric is produced in Nottingham and the garments are made in Leicestershire.



Media Kit: Modernist press pack | Johnny Red Media Newsroom

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