

# CHPT 3

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## DAVID MILLAR AIMS HIGH WITH THE REBOOT OF HIS CYCLING BRAND CHPT3.

**David Millar announces new investor and a relaunch of his brand CHPT3 to become a global cycling brand aiming at women, sustainability, and focus on Asia and US customers.**

- New investment from angel investor to finance the growth of **CHPT3**
- Launch of own sustainable product line that targets women as well as men
- Launch of new e-commerce shop and website for a global audience to be launched June 8 2021

Today, David Millar, the former professional cyclist, announced that his cycling brand CHPT3 has partnered with an angel investor to finance a significant reboot of the brand. On June 8, CHPT3 will go live with its first own manufactured collection of sustainable cycle wear and a new e-commerce site aimed at a global audience.

The new investment goal is to become one of the leading global brands in cycling within 5 years by focusing on a big group of people coming into cycling.



*“Millions of people are discovering their love for cycling these years”, David Millar said. “Yet, cycling can feel so exclusive and elitist and can put people off before they’ve even got on a bike. The cycling industry has managed to position cycling as a sport of suffering, pain, and herd-like behaviour. CHPT3 is for people that want to break free of that narrow code and make cycling a broad part of their lifestyle. CHPT3 is for both men and women. It serves many types of cycling, always with a focus to make cycling a positive, playful force in the life of our users.”*

— David Millar

The first move from the new brand will be to introduce CHPT3's first own manufactured cycle wear and a new e-commerce site targeting a global audience. CHPT3 will launch its summer collection 2021 called “Most Days” for pre-sale on June 1. It will be the first time CHPT3 introduces cycle wear for women, and it will be a range that will be one of the most sustainable collections of cycle wear available to consumers. For the first time, CHPT3 will introduce products designed for mountain bikers, gravel riders, and urban cyclists.

The new investment has helped David Millar focus on growth. The angel investor, Mikkel B. Rasmussen, is a passionate cyclist himself and met David Millar in his search for a new chapter. He is a founder of the management consultancy ReD Associates and a business anthropologist. David and Mikkel met each other on the bike and started a podcast about cycling culture called Off Bike.

*“With Mikkel’s lead and guidance, we have introduced a human first focus to everything we do, from taking responsibility regards sustainability and forming a business model that is built to last, to the naming of our products and introducing a women’s range that is in total parity with the men’s range.”*

— David Millar

### Facts on CHPT3

Cycling lifestyle brand designing, manufacturing and selling cycling apparel, life style wear, accessories, bags as well as collaborations with Brompton, Vielo...

CHPT3 was founded in 2015 by David Millar based on a licensing agreement with the Italian cycling apparel brand Castelli.

In 2021 CHPT3 will design, manufacture and sell its own cycling apparel and will no longer be a license business

60 percent owned by David Millar, 40 percent owned by Mikkel B. Rasmussen

British and Spanish company, operations based in UK and creative studio based in Girona, Spain where David Millar resides.

Production in Barcelona, Blackburn and Lithuania.

David and Mikkel's podcast can be found on [www.offbikesociety.com](http://www.offbikesociety.com)

Mikkel's company Red Associates can be found on [www.redassociates.com](http://www.redassociates.com)

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#### ABOUT CHPT3

CHPT3 is British cycling brand. We make the finest sportswear there is for cyclists based on the simple idea that cycling is your playful chapter in life. Our sportswear is made to make you enjoy your ride whether it is racing on the road, adventuring on a single track or riding the street on the way to work. We want you to get out there and play.



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