

PRESS RELEASE

THE 'LOOK 1985' JERSEY FOR PARIS-ROUBAIX 2021



1 October 2021 - Nevers, France: TEAM DELKO and LOOK CYCLE are pleased to reveal that the team will don the 'LOOK 1985' kit for the legendary race, Paris-Roubaix, taking place this weekend.

The iconic kit design reflects LOOK's Mondrian-inspired logo, with its red, yellow and blue blocks of color within black lines.

1985 was a landmark year for the brand as it was not only the first time that a World Tour team - La Vie Claire, created by Bernard Tapie - raced in LOOK colors, it was the year that the world was first introduced to LOOK's ground-breaking clipless pedals. Riding these new pedals and wearing LOOK's Mondrian colors, Bernard Hinault won both the 1985 Tour de France and Giro D'Italia, while Greg LeMond took second place at the Tour in his first appearance for the team.

TEAM DELKO's specially-designed commemorative jersey and bib shorts were designed by LOOK, validated by both the team themselves and the UCI, and manufactured by the team's apparel partner Marcello Bergamo.

Cycling fans will be able to own a piece of history as the LOOK 1985 kit will be available to purchase in a limited edition run: 89 EUR for the jersey and 99 EUR for the bib shorts. Consumers within Europe can purchase one of fifty sets via the LOOK website.

Wearing the new kit, TEAM DELKO will tackle the season's most gruelling race on LOOK's 785 HUEZ RS Pro Team Disc bike with LOOK KEO BLADE CARBON CERAMIC pedals and CORIMA wheels. Also featuring a SRAM Red eTap AXS groupset, Schwalbe tires and a Selle Italia saddle, the LOOK 785 HUEZ RS Pro Team Disc was carefully developed and refined with Team Delko at LOOK's headquarters in Nevers, France ahead of the cancelled 2020 edition of Paris-Roubaix.



The fine frame tubes of the LOOK 785 HUEZ RS give TEAM DELKO that extra bit of maneuverability they need to conquer the iconic cobbles of the course. The high and ultra-high modulus carbon layups of the frame offer all the stiffness required to tackle the 260km between Compiègne and Roubaix at speed, while the climbing-oriented geometry inclusive of a longer headtube, provides additional comfort and flexibility on the rough roads.

Find out more about the journey from LOOK's factory in Nevers to the 'Hell of the North' on the [LOOK website](#).

FEDERICO MUSI
LOOK CYCLE CEO

"We are very proud of our strong racing heritage at LOOK and the achievements of French riders and teams that we have been able to work with over the years. It's a special moment for us to see the 1985 design ride again with TEAM DELKO. We have been a partner of the team since they started amateur racing and have watched as they moved from strength to strength. From all of the LOOK family, we wish them the best of luck for Paris-Roubaix."

PHILIPPE LANNES
TEAM DELKO MANAGER

"When the jersey was shown to our young staff and riders, their first reaction was to want one for themselves. It's a historic jersey that has marked my generation and the minds of cycling, worn by greats like Bernard Hinault and Greg LeMond. We are very proud that LOOK is letting us wear its iconic colours on one of the most beautiful one-day races that is Paris-Roubaix, joining the legendary teams and racers who have shaped the history of professional cycling, 36 years later. The team are looking forward to standing out from the peloton as they tackle the challenges of the cobbles."

FIND OUT MORE ON LOOK WEBSITE

LOOK CYCLE International SAS
27 rue du Dr Léveillé - CS 90013
58028 Nevers CEDEX
France (FR)

LOOK Press Office

Lizzie Dunthorne
lizzie.dunthorne@shiftactivemedia.com
Tel: +44 7806 604292

**LOOK Global
Communication Manager**

Marie-Amélie Guillet
mguillet@lookcycle.fr