



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

Limited edition premium apparel and pedal collection encapsulates the spirit of French cycling

25 April 2023 - Nevers, France: LOOK Cycle, leader in cycling innovation and craftsmanship, and premium cycling apparel brand Café du Cycliste, 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.

LOOK x Café du Cycliste - 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.

LOOK x Café du Cycliste - 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.

How to purchase

The limited edition LOOK x Café du Cycliste 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 / £GBP / 549\$USD RRP.

KEY FEATURES

Café du Cycliste Road Shoes

- Construction: Microfibre upper + flat eyelet lacing.
- Unidirectional carbon fibre outsole
- Compatibility with 3-bolt road cleats (KEO, SPD SL, etc.)
- Solestar™ insole
- Exclusive FishGrid heel hold technology
- Weight: 250 grams per shoe in size 43.
- Available in EU sizes 37 - 45

LOOK KEO Blade Carbon Ceramic Pedals

- Carbon body
- Chromoly axle
- Ceramic bearings
- Blade technology (retention level 12 as standard)
- Large support surface of 700mm²
- Q factor 53mm
- Weight: 110g / pedal - 290g / pair + cleats
- Custom Tie-Dye print
- Made in France

Café du Cycliste Gravel Shoes

- Construction: Leather upper + metal eyelets
- 3k carbon outsole + SupTraction rubber studs
- SPD cleat compatibility (2-point MTB standard)
- Solestar™ insole
- Exclusive FishGrid heel hold technology
- Weight: 370 grams per shoe in size 43
- Available in EU sizes 37 - 45

LOOK X-TRACK Race Carbon Ti Pedals

- Carbon Body
- Titanium axle
- SPD technology, retention level adjustable from 6 to 14
- Support area 515mm²
- Q-factor 53mm
- Weight: 145g / pedal – 340g / pair + cleats
- Made in France

Café du Cycliste Tie-Dye Socks

- Tubular construction
- Light, soft and breathable
- Fast drying
- 98% Polyamide - 2% Elastane
- Made in Italy

LOOK PRESS OFFICE

Jon Denham

SHIFT Active Media

jon.denham@shiftactivemedia.com

CAFÉ DU CYCLISTE

Lucie Denis


lucie.d@cafeducycliste.com

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.

«At LOOK, we see cycling as a complete 'art de vivre', where style and performance must pair to sublimate every rider's mindset. That's why we dedicate our historic savoir-faire to create unique bikes, wheels, pedals and apparel, with a very French twist, for every cycling lover." says Federico Musi



Alongside elegance and craftsmanship, LOOK's heritage continues to be defined by performance. On the road, more than 600 Grand Tour stages, 50 Jerseys, and 25 overall victories have been won by riders using LOOK pedals; while more than 100 Grand Tour stages have been won by riders using LOOK frames. A partner to the French Cycling Federation since 1988 and technical partner to USA Cycling and its USA Track Sprint Program since 2022, LOOK operates both Team LOOK Criterium and Team LOOK Gravel, who face the most challenging fixie and gravel races around the world.

In mountain biking, cyclo-cross and cross country LOOK supports a number of riders and teams, while LOOK bikes and pedals are also ridden by globally-recognised and champion triathletes. In the velodrome: 17 Olympic titles and more than 60 Olympic medals; 3 Paralympic titles and 8 Paralympic medals; 3 world records, more than 90 UCI World Champion titles, and more than 230 UCI World Champion medals have been secured by LOOK riders.

For more information about LOOK's products, visit www.lookcycle.com

CAFÉ DU CYCLISTE

Founded in 2009, Café du Cycliste is both a premium clothing brand for various cycling disciplines and a rendezvous point for the cycling community in Nice. Sandwiched between the rolling green hills of the arrière-pays and the azurean blue of the Mediterranean, the brand offers performance, outdoor and lifestyle collections for men and women with audacious spirits. The majority of the range is produced in Europe, with a large proportion of recycled materials.

Café du Cycliste aims to promote and diffuse the brand's core values that it has held since day one: freedom, originality, authenticity and inclusivity.

Café du Cycliste is inclusive, for all those whose interests lay in the outdoors and the various ways of being outside, free.

It is also the HQ of the Café du Cycliste team. Led by Rémi Clermont, co-founder and designer of the collections, this shape-shifting location also serves as the meeting point for rides organised by the Café.