

PRESS RELEASE

LOOK & RESTRAP UNVEIL LIMITED EDITION GRAVEL FRAME AND BIKEPACKING BAG COLLABORATION



- The LOOK x RESTRAP collaboration consists of a limited edition 765 GRAVEL RS frameset and three-piece bikepacking bag collection.
- The bikepacking bags are now available to purchase directly via Restrap and its approved retailers, with the frameset available to purchase via LOOK's international distributors.

8 October 2021 - Nevers, France: LOOK CYCLE and UK-based cycling accessory brand RESTRAP have unveiled a limited edition collaboration, consisting of a limited edition chromatic colourway for LOOK's popular 765 GRAVEL RS frameset and chromatic bike packing bags handmade in Yorkshire by RESTRAP.

Drawing inspiration from wild rugged landscapes and the wide open spaces bikepackers love to explore, together LOOK and RESTRAP have produced a cutting-edge design offering adventure-proof and striking bikepacking frame and kit, designed to reflect the rider's focus on the world around them.

Back to the wild

It is the finish that sets this bike and its accessories apart. By day, the sober black color scheme blends with the environment, allowing the bright hues of nature to light the way. Yet as the sun sinks lower, rays catch the iridescent surfaces and the vivid colors of the spectrum flare and burst into life.

The chromatic petrol colour creates an optical diffraction effect and changes color depending on angles and illumination. Even in the night, the smallest flashlight will showcase the iridescent surface of the bags and frame.

An adventure-ready frameset

The frame's chromatic paintwork shifts colour like a chameleon in the light to create a design guaranteed to take riders off the beaten track. Understated by day, the iridescent highlights come alive in the dark.

Based on the popular 765 GRAVEL RS design, the frame draws on LOOK's extensive mastery of carbon fiber technologies. The unique layup of 35% HM, 40% IM, 10% HR and 15% specific carbon fibers maximize power transfer whilst preserving ride comfort across rough terrain. The 3D Wave seatstays are designed with two deflection points that allow for a 15% increase in the natural compliance of the carbon, further enhancing comfort over long distances.

The frame accommodates tires up to 700x40, or 650x2.1, offering ultimate versatility for riders to customise their setup to reflect their riding conditions, while four mounting points - three within the triangle and one underneath the downtube - ensure riders can carry sufficient hydration for epic desert crossings.

Defy the elements

Cycling luggage brand RESTRAP produces cycle touring and bikepacking bags inspired by the rugged landscape of the Yorkshire dales and destined for exploration. Pure, functional and adventure-proof, they lighten the load and strip daily essentials down to the simplest requirements so bikepackers can better connect with the world around them.

For this limited edition collaboration with LOOK, RESTRAP's much-loved top tube, saddle, and bar bags have been constructed from a fabric as iridescent and dramatic as the highlights on the LOOK frameset. Each bag dynamically plays with the light as you ride, changing appearance from different viewing angles and reflecting even the smallest amount of light with an alluring array of colour.

Built with a mixture of waterproof textured nylon and a coated iridescent weatherproof fabric outer, the material is then finished with a polyurethane coating for water repellency. These bags are built to handle the elements, and anything rugged adventure riding will entail.

When purchased directly from LOOK distributors, The 765 GRAVEL RS frameset comes fitted with a Top Tube Bag, a 4.5L-liter Saddle Pack, and a 1.5L Canister Bag.

MARIE-AMÉLIE GUILLET

LOOK CYCLE GLOBAL COMMUNICATIONS MANAGER

"A collaboration with RESTRAP was completely natural for us - we share the same values of innovation, high quality European craftsmanship and manufacturing, defined by precision and attention to detail. This limited edition LOOK x RESTRAP collaboration has been created to reflect the true spirit of gravel riding and bike packing. With this colourway we wanted to embody what is so special about escape from the city and normal life, and that by venturing outside of our comfort zone we can face the challenges head on."

EDWARD KINGSTON

RESTRAP SALES DIRECTOR

"There is a natural synergy between the two brands, both specialist manufacturers in their chosen field with a vision to push the boundaries of design, production, and technology of manufacturing. The limited-edition LOOK X RESTRAP collection advocates a continuation of our core ethos of adventure and discovery and the range encompasses the spirit of these values and showcases our abilities as a manufacturing brand."



Pricing and availability

The limited edition 765 GRAVEL RS is limited to 100 framesets only and is available in sizes S, M, L and XL. It can be purchased via LOOK's distributors, worldwide, and will be delivered complete with a set of LOOK x RESTRAP chromatic bikepacking bags.

Frameset RRP €2399 / £2399 / \$2599

The LOOK x RESTRAP bikepacking bags will be available to purchase directly from RESTRAP for a limited period of 30 days from the launch of the collaboration, with some stock available from approved retail partners.

Canister Bag RRP €71.99 / £55.99 / \$82.49

Race Top Tube Bag RRP €90.99 / £69.99 / \$104.99

Saddle Pack RRP €81.99 / £62.99 / \$94.49



ABOUT LOOK

Inventor of the clipless pedal in 1986, the first carbon frame and the first track carbon monobloc frame in 1985, LOOK is a worldwide leader in cycling innovation and craftsmanship, with unequalled 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. LOOK's pedals, electric bikes, and T20 track bikes are produced in France.

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, 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, visit www.lookcycle.com.

ABOUT RESTRAP

RESTRAP is a family-run company with one simple aim: to produce the best bike packing gear for every kind of bicycle. We're a close-knit team of keen cyclists with an eye for adventure and are in our eleventh year of business.

RESTRAP is keen to look after the precious environments our customers ride in. For that reason, we do our best to minimise our carbon footprint. We source many of our materials within the UK, which are sewn by hand in our Yorkshire workshop.

Fully in-house production means we have full control over all our products, allowing us to invent, improve and innovate - not just reproduce what is already available.

Manufacturing everything in house means we have complete say over the materials we use, how our products are made and are free to change and improve our designs whenever we like.

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