



Cycle Sport Categorizations: **racing-focused**

General overview:

- North America, particularly the United States have showcased high inclination towards use of cycling apparel on the back **increasing** cycling activities in the country.
- Moreover, with a two-fold rise in cyclist count in **Canada and United States** in the past two decades, demand for cycling apparel such as **tops and bottoms including shorts, tights and pants, jerseys, jackets and t-shirts**, is likely to surge in the forthcoming years strongly impelled by growing GHD (Gross Household Disposable Income) of these countries.

Usually used for Racing	Road 公路自行车	Gravel 砾石公路车 Adventure Bike	Mountain Bike 山地车比赛	Track 赛道自行车	Cyclo-cross 自行车越野赛	BMX(bicycle motocross 小轮车越野赛	Cycle speedway
Features	Take place on the road, various range from one-day road race, criterium, and time trial to multi-stage events like the Tour de France, etc	Has newest disciplines and more adventurous type which inspired by cyclo-cross; rougher and longer distance (often 100 to 200 mile)	Usually over rough terrain in downhill rather than the flat is increasingly popular; only one bicycle may be used during a race; may have obstacles while riding	Takes place on banked tracks or velodromes; use track bicycles which do not have brakes or freewheels	Usually happens in winter; requires racers to dismount and walk or run with their bicycles. riders are allowed to ride up to three bicycles during a race	Racers (children and adults) ride on dirt tracks which feature a large number of jumps and turns; Very Popular in the US	bicycle racing on short outdoor dirt tracks, occasionally indoor; 70–90 m in length
Possible demands for cycling apparel	Breathability; Sweathandling; sun block, long sleeve	Sweathandling Resilient, comfortable	thick windproof and water-resistant fabrics, Sweathandling	Comfortable. Strong protection to avoid injury	Windproof, keeping warm, good for movement such as running and padding	Resilient, water-proof, dirt-proof	Raise speed; good for padding movement

Notable Cycling Apparel Brands:



RAPHA

- Founded by Simon Mottram in London, 2004;
- **Mission:** "building a **better future** for cycling and cyclists"
- pioneered the idea of fashionable, **well-designed** cycling clothes. (from official website)
- make great clothing for the bike commuter who wants to get to work without compromising on **style**
- **Average price:** \$70-\$210 USD



Products

竞赛系列 Pro team: race fit; comfort at speed; high performance fabric

- Tried and tested on all rough terrain, from cobbles to cols

经典系列 Classic: signature styles; refined-fit; finest materials

- signature pieces; made with fine materials and the high-grade components for cyclists who refuse to choose between performance and style

实惠系列 Core: sets the standard in performance, comfort and value for cycle clothing.

- lower price with good quality

探险系列 Explore: durable; packable; technical

- Tried and tested on all rough terrain; for off-road riding and multi-day trips

城市系列 City: breathable; visible; waterproof

- lightweight, technical features makes cooler when moving

持久系列 Brevet: all day comfort; practical; stay seen

- suitable for long distances and varied weather conditions of ultra-endurance bicycle racing.



ASSOS

- Established by Tony Maier in 1976; Swedish brand produces top-quality cycling gear
- **Mission:** "to provide **innovative, technically outstanding** cycling apparel with **meticulous, lean design**." (from LinkedIn)
- ASSOS's tagline: "**Sponsor Yourself**" and "**Suffer in Comfort**"
- famous for introducing Lycra shorts, skinsuits, carbon-fibre frames, aerodynamic rims and synthetic chamois
- Since 2015, they have added multiple sales channels by ASSOS LAB
- **Average price:** \$180-\$300 USD



Products

舒适系列 Mille Comfort Series (舒适等级从低到高排序):

Mille GT -> Mille GTS -> Mille GTO

- Tuned for total comfort, every ride, MILLE delivers in all conditions with premium textiles and regular fits.

竞赛系列 Equipe Racing Series: Equipe RS -> Equip RSR

- Engineered for racing and high-output riding, EQUIPE features the fast, light fabrics, and WorldTour-proven designs.

经典高质系列 Cento Premier Comfort Evo:

- The ultimate in refined comfort, CENTO elevates the riding experience with luxury materials, ultra-plush inserts, and relaxed fits.



Black Sheep Cycling

- Australian brand founded by John Polson in 2014 provide innovative and alternative cycling apparel
- **Mission:** "to provide **innovative and alternative** cycling apparel. (from LinkedIn)
- "We pride ourselves on creating unique, individualistic garments marrying seamless form and function, and have carved out a reputation for our uncompromised quality, unique design and an unrelenting desire to celebrate cycling."
- **Average price:** \$130-\$200 USD



Products

限量系列 Limited: limited edition with special themes and brand collaborations; usually sold not within hours;

基本系列 Essential: best for summer riding; breathable

自然系列 Elements: used for different kinds of conditions

竞赛系列 Racing: pinnacle of performance apparel; premier fit, fabric & design

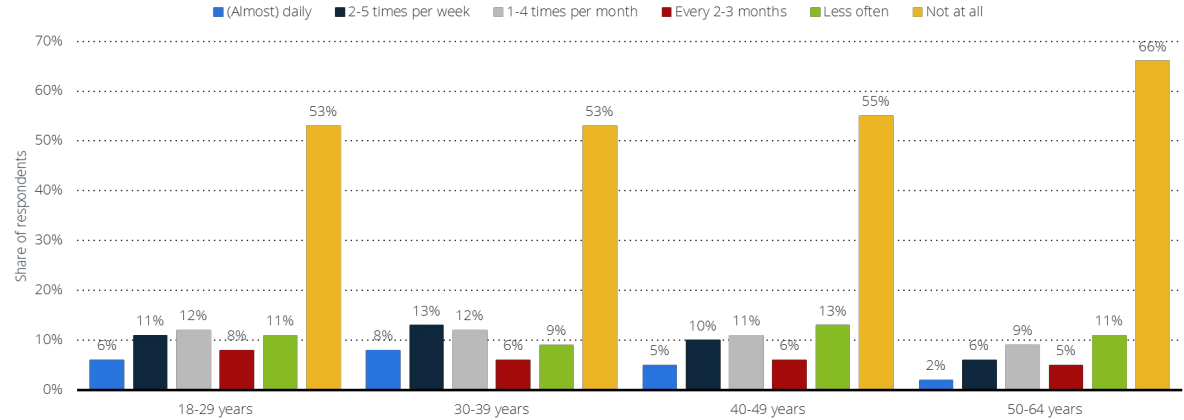
女生系列 WMN: designed for women specifically; 5% sales goes toward WMN initiative

冒险系列 Adventure: could be worn in harsh conditions and outdoor adventure.

User Profile:



Women



Discovery Story

- gained substantially access to the various sporting activities and acceptance to engage in strenuous sports such as biking
- sportification (the transition from a leisure activity to a competitive event); more female participants involved
- Washington Area Bicycle Association (WABA): the ratio of men to women cyclists is at least 2 to 1, and most often worse.

Produce Use Facts

- high quality and superior fit to protect female private health
- anatomically shaped and padded for each gender.
- most companies cut the front inseam longer in women's shorts; women have narrower and longer waist
- purchase women's-specific short because the **chamois** will be better designed for a woman's anatomy. A women's chamois is wider at the rear (because our sit bones are wider) and provides more soft tissue support.

Potential Pain Points

- confirmation of the safety and the apparel need to be comfortable and stylistic with good quality
- prefer leisure and day-to-day biking instead of doing cycling racing, which is considered as more professional, adventurous sport with powerful control and move

- In 2016, around 12.4 percent of Americans cycled on a regular basis.
- The number of cyclists/bike riders in the U.S. has increased over the past three years from around 43 million to 47.5 million in 2017.
- While the number of cyclists in the U.S. has decreased amongst cyclists aged between six and 17 over the past ten years, the trend among young adults – people aged between 18 to 24 years – is slightly different. The number of young adults who participated in bicycling has remained relatively stable at around four million.

Source from Statista

Common Cycling Apparel Categorization & Performance:

Jersey (top)

- Summer:

1. Stand-up collar to shade the neck and avoid sunburn
2. Front zipper for ventilation to keep breathable

- Winter:

1. offers good protection from the wind
2. Ultra warm material like wool
3. Need to wear cycling jacket when the temperature get low
4. An undervest inside the jacket or jersey is necessary

Special Features for body:

- Shoulders cut wider for arms-forward comfort.
- Sleeves specially shaped for forwarding lean.
- Back pockets for easy on-the-go access
- Longer cut in back for coverage when riding.
- Reflective trim or highlights for night riding.
- Depending on the weather, you can choose from the varied range of available jerseys: sleeveless, sleeve, long sleeve, and even thermal jerseys



Bib & Shorts (bottom)

Difference between bibs and shorts:

Bib:

- Bibs are exactly like shorts but with shoulder straps.
- Bibs stay in position better and have no compression on the waist, so there's no chance of the waistband rolling down.
- usually wear in summer

Short:

- padded crotch liner to reduce friction and wick moisture; stretchiness for freedom of movement
- Padded shorts keep tighter and fitter to the body than street shorts
- usually wear with jersey

Cycling legwear comes in different lengths:

- shorts for warm weather;
- three-quarter lengths (sometimes referred to as knickers), which are good for transitional seasons;
- full-length or tights for cold weather.

Important to know about:

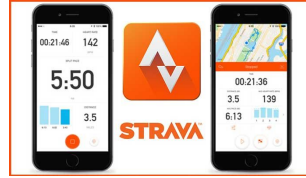
- **"Spandex look"** also as known as Lycra clothing, is usually for those people who are professional and want to explore professional cycling training. A lot of brands are designing bike clothes that can double as streetwear like Terry.
- **Reflectivity** is especially important on jackets and pants, which cyclists wear in colder, darker weather; approaching from any direction to encounter a reflective element or a bike light.
- Cycling shorts usually have built-in padding, also known as a **chamois**; no need to wear underwear if wearing cycling shorts.

Communication outlets:

Digital media



Zwift



Strava



MapMyRide

Important Events

Sources from wikipedia

1. UCI(Union Cycliste Internationale):

- a world governing body for sports cycling and oversees international competitive cycling events;
- established by French team but based in Aigle, Switzerland
- America joined the organization in 1990
- manages the classification of races and the points ranking system in various cycling disciplines

2. USA Cycling:

- an national governing body for bicycle racing in the United States.
- covers the disciplines of road, track, mountain bike, cyclo-cross, and BMX across all ages and ability levels.

3. Cycling Canada:

- operates CAN-BIKE, a nationally standardized series of courses on all aspects of cycling safely oriented toward recreational and utilitarian cycling.

The social presence of athletes in those important events plays an important role of leading audience or cycling lovers to concentrate on these professionalists' cycling outfits.

News/Magazine media

Sources from wikipedia And instagram page

- Cycling Weekly: the world's oldest cycling magazine and the #1 road cycling website
- Cycling News: comprehensive race coverage; breaking new; in-depth features, interviews, analysis, pro tech and expert reviews
- Bicycling: a magazine and cycling brand under the Hearst Magazine in the U.S; with authoritative recommendations on the latest bikes and gear
- Cycling Tips: News, reviews, adventure & inspiration from the world of cycling; based in Australia

Case study 1: Zwift x ASSOS



- **Zwift** partnered with ASSOS to have the Team Qhubeka ASSOS to lead **Zwift Speed Club** to ramp up each month with specific training sessions that finish strong with a WorldTour-inspired race or challenge
- have chances of unlock new equipment for your Zwift garage and real-life prize packages.

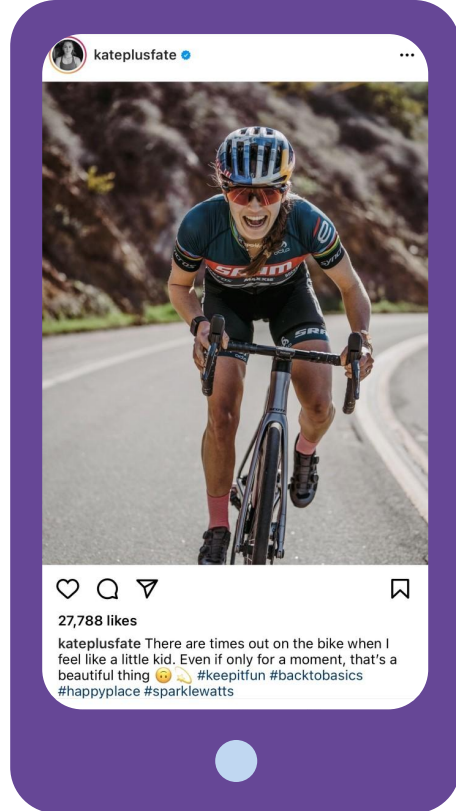
Case study 2: Rapha x Zwift



- **Rapha** partnered with Zwift to take **Rapha Cycling Club (RCC)** community online, offering group rides and training sessions to keep you riding together and connected throughout the year.
- Rapha Cycling Club's ride leaders optimized members' opportunities for riding in the cities and unlock digital interaction through Zwift.

Influencers Consideration:

- Based in North America (US, Canada)
- Have professional experiences of cycling sports and also collaborating with different brands to encourage their audience to have the call-to-action
- endorsement in the social media posts



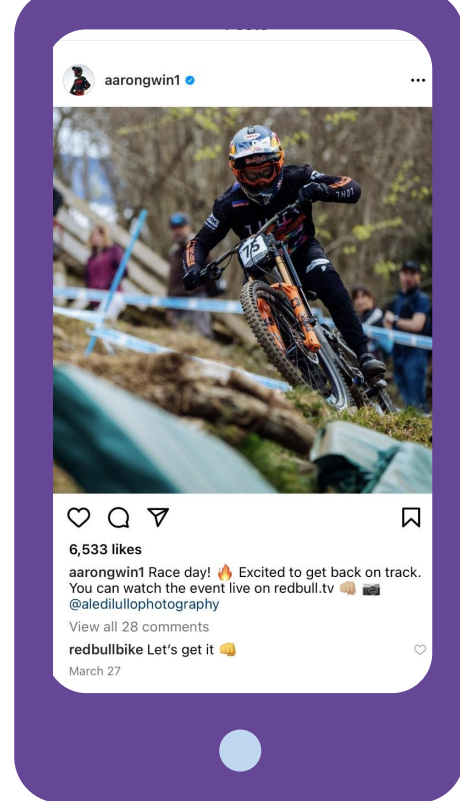
[@kateplusfate](#) - Kate Courtney

- **Location:** United States
- **549k Followers**, 847 Following, 2,114 Posts
- **Bio:** World champion. Olympian. Racer of bikes
[@scottmtbracing](#) [@redbull](#) [@whoop](#) [@jaybirdsport](#)
[@hyperice](#) [@oakley](#) [@mipsprotection](#)
- **Additional link:** [Katecourtney.com](#)



[@emilybatty1](#) - Emily Batty

- **Location:** Canada
- **352k Followers**, 201 Following, 1,419 Posts
- **Bio:** 2x Olympian, 2x World Champ 🏆 Pan-Am 🇨🇦 Nat Champ
[@canyon](#) [@redbull](#) [@porschecanada](#)
- **Additional link:** [linktr.ee/emilybatty1](#)



[@aarongwin1](#) - Aaron Gwin

- **Location:** United States
- **445k Followers**, 675 Following, 1,851 Posts
- **Bio:** 5-time downhill World Cup overall champion 18-time US national champion
[@intensecycles](#) 🇺🇸
- **Additional link:** [youtube.com/user/GwinnerTube](#)