



Press Release: Wheels & Heels

Bicycles London's Most Stylish Accessory

Columbia Road in East London, famous for its flower market and quirky boutiques became a catwalk for cycle style at London Fashion Week's most unique event.

Over 1,000 people braved the cold on Valentine's evening, Thursday 14 February, to see London's most innovative fashion show as the famous East End flower market was transformed to a catwalk for models on bicycles.

The ingenious event is the brain child of Hackney Council and Tower Hamlets Council, who aimed to achieve a greater uptake of cycling particularly amongst young women, by showing that cycling can be an accessible, fun and fashionable way to get around London.

Councillor Alan Laing, Hackney Council's Cabinet Member for Neighbourhoods said:

"It's fantastic to see so many people turn out to support the Councils' efforts to promote cycling as a sustainable form of transportation. We hope the Wheels and Heels event demonstrated our commitment to achieving a greater uptake of cycling, particularly amongst young women, by showing how practical and fashionable it can be as well as being a great way to stay fit and get around."

Local residents and traders rubbed shoulders with people from the fashion industry and were treated to an amazing display of style and talent. Paddy Waters and his partner, Anna, performed amazing tricks on bicycles, wowed the audience with gravity defying acts while models glided down to catwalk in stylish cycling-wear.

Printed merino tops and waterproof jackets by Boulder Boutique, amazing outfits from Swallows and Rose & Buck, accessories by Cyclodelic and GlovedUp brought an edgy feel to the event. Retro bicycles from Bobbins Bicycles and music by Harry Foster gave the show the quirky East London feel that Columbia Road is renowned for.

The designers were delighted to be part of the event with Guy Hills from Dashing Tweeds, known for his elegant cuts and amazing reflective tweed, saying:

"This is a fantastic initiative by the Councils to get more people onto bicycles. Many people have a block around cycling. This event highlights that you can look smart and be able to jump on a bike without making any special effort."

To find out more about the event visit www.hackney.gov.uk/wheelsandheels or contact Louisa Clarke from Hackney Council on 020 8356 8189 or Lorraine Hendricks from Tower Hamlets Council on 020 7364 2223.

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Notes for editors:

Statistics by the Department for Transport (DfT) indicate that women of all ages cycle less than men, with the difference greatest among people aged 17-20 years. Men in the same age group make more than five times as many cycling trips as women (DfT 2007 Personal Travel Factsheet – Cycling).

The Cycling for Women project run by the Women's Design Service in 2004 also found that a major 'perception' barrier to women taking up cycling is the image of cycling and a lack of role models.



Press Release Images

Photographer

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Designers

Archie's Grobags make the toughest, most comfortable, feature packed messenger bags, backpacks, and hip bags available. Rapidly gaining a loyal following from bike couriers and commuters alike. Every aspect of the designs from the first idea to the last stitch is executed by the brands owner and designer.

Scott

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b:inc is the collection of smart, yet perfectly functional men's jackets, jeans and tops designed by Keith James, who works at Condor and is a freelance designer at Rapha.

Keith James

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Boulder Boutique is a collection of stylish and high-performance garments that utilise the amazing natural properties of merino wool, and waterproof, breathable fabrics. Feminine styling and Scandinavian-inspired prints bring a quirky fresh aesthetic to active urbanites.

Alexa Pearson

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Cyclodelic specialises in accessories that take you from the bike to the boardroom to the bar, recently launching a range of waterproof and reflective bags, belts and cuffs. Clients include Dawn Porter and Sustrans.

Amy Fleuriot

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Dashing Tweeds offers an inventive and stylish solution to attire for the cyclist, with a unique weave of wool worsted and reflective yarn Lumatwills™. Smart by day, illuminating by night.

Guy Hills

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Glovedup creates contemporary and unique fingerless gloves for discerning fashion addicts, a regular on the LFW schedule fans include Anna Piagi, Vogue and Madonna.

Laura Shepherd

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Hoai-oanh Vu, a recent CSM graduate, is the designer behind the Cycle Head Dress, an innovative product which ensures that glamour and style remain whilst wearing a helmet.

Hoai-oanh Vu

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Swallows is the debut range by Jan Cicmanec, a Savile Row tailor. Inspired by Victoriana and swallows the ranges highlights include bright, printed silk scarves, tweed caps and fitted, leather trimmed cycle coats.

Jan Cicmanec

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Smear is handmade hats and apparel from recycled fabrics. A well established member of the fixed gear scene, Smear has sponsored the Bicycle Film Festival and numerous alley cats.

Chris

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Two N Fro is all the gear head to toe, wheel to wheel that one might need riding your bicycle back and forth in a city. 4 seasons on 2 wheels in the city requires function to flirt with fashion.

Karta Healey

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Rapha products bring new standards of design to cycling clothing. They have been conceived by road riders, working with leading technical sportswear designers.

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Rose & Buck combines Natalia Rose's background in couture design and tailoring for the likes of Alexander McQueen and Tristan Weber, Sarah Buck's love of textiles and their joint lifetime of cycling to produce the sexiest range of women's performance cycle wear to date.

Natalia Rose

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Sarah Buck
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Bikes supplied by:

Bobbins Bicycles
www.bobbinbicycles.co.uk

Condor
www.condorcycles.com

Velorution
www.velorution.biz

Additional footwear and clothing supplied by:

Vans
www.vans.co.uk

Shop 172
www.shop172.com

Production Company
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