

# Cycles GLADIATOR



## Cycle Chic

**A GUIDE TO STYLISH,  
EYE-CATCHING,  
COMFORTABLE,  
UNINHIBITED AND  
JUST-PLAIN-WOW  
BIKE-TO-WORK WEAR**

To pique interest in Bike-to-Work Week (May 14–18, 2007), the healthy, fun and ecologically friendly approach to the daily commute, **CYCLES GLADIATOR**, the California wine whose label sports a breezy, uninhibited, cycle-clinging nymph, recently held **THE CYCLE CHIC INVITATIONAL** for professional wardrobe stylists. The challenge: come up with fresh concepts for bike-to-work wear for people of varying shapes, ages and professions. Here, to inspire you to put a new spin on travel togs this and every week, are the best of the best.

### FASHION FORWARD

#### High Style



**Concept:** A design that illustrates that a brilliant style statement can be both dynamic and aerodynamic. What would the well-dressed assistant district attorney wear cycling to the courtroom? And dare we call the outfit a "Law Suit?"

**Wardrobe stylist:**  
**Amy Markowitz**

**Credits:** Makeup: Ildiko; hair Stylist: Sabrina Rowe for Woodley and Bunny Salon. White leather jacket by Jill Sanders, at Hirschleifers; Derek Lam shirtdress and Kenneth Jay Lane cuff, at Intermix; Oscar de la Renta clear tote bag; Carolina Herrera red leather briefcase, red and black scarf at Carolina Herrera; 14k gold Baroque pearl necklace by Ali Weiss; 14k gold ring in by Helen Ficalora; shoes from Shoe Box; Tag Heuer sunglasses from Morgenthal Frederics. Cycling products from Adidas: Adistar tri carbon black and white sneakers, leg warmers, sports bra, sports glove, low cut race socks. Special thanks to the Americana Manhasset Personal Shopping for their assistance.

### HUGGING THE CURVES

#### Comfort



**Concept:** A design that illustrates that a professional can look fetching while stretching. A ballerina on the way to rehearsals wears clothes that are soft yet protective, with layers that perfectly fuse her sense of drama with her flair for virtuoso technique.

**Wardrobe stylist:**  
**Astrid Brucker**

**Credits:** Capezio toe shoes tied onto Astridland lambskin leather triangle tote; Astridland tulle scarf, silver chain suspenders; Capezio reversible ABT shorts; Danskin black wrap top, leg warmers, tube dress; Everlast leggings; silver hoody -OMO for Everlast; slip-Cerie; shoes: Esprit; helmet: Bell; gloves, vintage

### TIPS FOR BIKERS #1

Dress for safety: light-colored clothing makes you easier to see.

### TIPS FOR BIKERS #2

Find the most flattering helmet you can, and WEAR IT! It should fit snugly. In case of a spill or worse, you'll be protecting your valuable head and indispensable gray matter. And always remember, "Helmet hair is sexy hair."



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## SHIFTING GEARS

### *Innovation*



**Concept:** A design that illustrates that bike-to-work wear needn't be an uphill struggle. Imagine a graphic designer interested in the environment who lives her beliefs with sustainable or organic items. Her credo: comfort, environmentalism and style.

**Wardrobe stylist:**  
**Celine Griscom**

**Credits:** Solar Powered 'juice' bag by Earthpak, necklace made from recycled tire rubber, bracelet made from magazines all provided by 3r Living, Brooklyn NY; organic cotton shirt by Edun; earrings made

from recycled aluminum by Anna Built, provided by Kaight; Mellisa shoe made from recycled plastic, and Echo Design silk scarf from Gomin; vintage YSL belt from Frock NYC; helmet by Bell, painted by stylist; Theory jacket; Bermuda shorts by Vince.

## TIPS FOR BIKERS #3

Dress but don't over-dress for the weather, because you'll definitely warm up. Less is more as you pick out your pedaling paraphernalia.

## MAKE OR BRAKE

### *Outrageous*



**Concept:** A design that illustrates the creativity of flying by the seat of one's pants. The music industry professional must look just so!

**Wardrobe stylist:**  
**Melanie McKinzie**

**Credits:** Clothing by L.A.M.B., Versace sunglasses at Neiman Marcus, gloves by LaCrasia, watch by Dooney and Bourke, Apple nano ipod, Eddie Bauer survival kit, Land's End backpack.

## BUSINESS ATTIRE

### *Pedal Power*

**Concept:** A design that illustrates that an exercise in power can also be an exercise in fitness. Ordering dinner from the neighborhood Chinese restaurant? Suppose the deliveryman, were a stylish deliverywoman?

**Wardrobe stylist:** **Nana N Yoshida**

**Credits:** hoodie, pants and jewelry all by Yn Couture



## TIPS FOR BIKERS #4

Skip the headphones; they may look cool, but it's safer to have ears clear so you can hear the honk of an oncoming vehicle.

**Photography:** Star Black

**Bicycles:** Courtesy of Bicycle Habitat  
244 Lafayette St., NYC  
[www.bicyclehabitat.com](http://www.bicyclehabitat.com)

California winery Cycles Gladiator, owned by Hahn Estates, produces wines that feature an image from an antique Parisian cycling poster. The famed artwork that once showcased the stylish Cycles Gladiator bicycle in the late 1800s now graces the bottles of the classic Cycles Gladiator wines from California's Central Coast. The mythological image of the nymph riding her winged bicycle captures the grace and uninhibited beauty of the winery's Central California hillside vineyards which produce the grapes that are used to make award-winning Cycles Gladiator Chardonnay, Merlot, Pinot Grigio, Cabernet Sauvignon, Pinot Noir and Syrah wines.