



Stuart Brooke – Founder – GRVL

<https://grvl.cc>.

PRESS RELEASE

GRVL launch a dedicated Gravel Cyclewear collection developed for Gravelers, by Gravelers.

Gravel riding is the fastest growing sector within cycling and blends the best of Road and MTB, allowing you to ride trails fast.

Founder of GRVL - Stuart Brooke, is no stranger to the cycling industry having established ashmei in 2012 and has worked for several of the premium cyclewear brands throughout his career. Brooke saw a gap in the market when he developed a passion for gravel riding in 2018, a passion that resulted in him hanging up his road bike for good to only ride trail.

The collection has been designed specifically for the needs of gravel riding with fibres, fabrics, features, fit, and style being tuned to perform on the trail. Our approach to designing the collection was to start each piece from scratch and ignore what has gone before.

Brooke has been developing performance sportswear for brands through his sportswear design consultancy that he established in 1997 and his wealth of experience has been utilised to create what he believes is the highest performance gravel apparel that also has a strong focus on sustainability, something Brooke is a huge advocate for.

Fibres have been selected and blended to offer maximum performance on the bike with consideration on how the fabric is produced and the environmental damage it causes through both production and after its life. Many fabrics include Merino Wool or Tencel (plant-based fibres) that are sustainable and biodegradable while synthetics are developed using recycled ocean waste.

Brooke's commitment for sustainability and performance is further enhanced, selecting to produce the collection in Portugal in what Brooke explains (in his opinion) to be the most technically advanced factory in the world. "I have visited hundreds of sportswear factories over the last 25 years. Working with the best was paramount but also one that shares his desire for sustainability was just as important. The factory not only has solar panels on the roof, biomass, and ground heat pumps, it also has a carbon calculator to offset their carbon footprint at the end of each year.

The initial launch collection that includes bibs, jerseys, T's, polo's and accessories will only be available for men, however the womenswear line is in development, and they plan to launch this early next year. They also have a winter line planned that will provide outerwear and more accessories.

Each piece has been designed to accommodate the specific requirements of a gravel rider. The fit is tailored rather than aero skin-tight (Road), or baggy (MTB) and storage has been engineered based on what is carried on the garment alongside typical gravel bike bags.

The styling is very clean, with a minimalist look, focussing on what is important to the rider and highlighting the quality of construction. Details like the over short on the bibs provide an additional barrier against dust and dirt kicked up from the trail but also offer a less (MAMIL) aesthetic while maintaining good aerodynamics. It also offers a more lifestyle, comfortable look when you break for the obligatory coffee and cake mid ride.

The range is available on <https://grvl.cc>