

THE BIKE SHOP BY SMARTECH LAUNCHES AT SELFRIDGES



[22 July 2020] A first of its kind electric vehicle destination curated by SMARTECH launches in Selfridges iconic Corner Shop

Selfridges has launched its first-ever Bike Shop in The Corner Shop of its Oxford Street store. The concept, curated by Smartech, will see the space transformed into a one-of-a-kind electric vehicle destination complete with e-bikes, apparel and exclusive gear. The Bike Shop demonstrates a new era of urban travel, introducing the future of transportation.

Customers will be able to discover and try the best bikes and accessories in the industry from the likes of Mate X, Angell and Superstrata. Together with Selfridges, Smartech has brought together a collection of the very best in e-vehicle innovations from up-and-coming entrepreneurs reinventing the cycling industry. There will also be a selection of push bikes from Veloretti and Cheetah. The products available will rotate weekly and will be available to test drive in a dedicated zone in the Selfridges car park. For customers unable to get to store, the range will be available to order at selfridges.com.

As well as offering the latest in exclusive e-bike technologies, the Bike Shop by Smartech launches with a display of original penny farthings, in a showcase of the evolution of the bicycle from the 1800s to today. Penny farthings from Richards of England will be available to purchase in both adult and child sizes.

Rob Smith, Head of Partnerships at Smartech, says: "Our team has scoured the world to bring the latest and greatest in e-bike technology to the discerning Selfridges customer and there couldn't be a better time to launch this unique Corner Shop concept. As we emerge from lockdown into the 'new normal', we've seen an increased focus on health and wellness, looking after the environment and most importantly safety, with people avoiding public transport where possible. E-bikes speak to all of these trends and customers can expect to see the ultimate edit of the most innovative brands of tomorrow, today."

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In its technology predictions for 2020 in December last year, before the global pandemic and the resulting spike in bike sales, Deloitte foresaw a rise in popularity of cycling, especially e-bikes, predicting that 'by 2023, the total number of e-bikes in circulation around the world... should reach about 300 million, a 50 per cent increase over 2019's 200 million.' Choosing to travel by bike rather than in a car not only reduces co2 emissions but also promotes a healthier lifestyle and greater quality of life.

Selfridges Technology Buying Director, Martyn Stroud, comments: "With the nation's renewed interest in cycling, now is the perfect time for us to launch The Bike Shop, offering a selection of the very best e-bikes and innovations on the market. As well as being ideal for commuting, energy-efficient and emissions-free, e-bikes are a really fun way to get around town. We're excited to welcome customers in-store to discover and try the bikes for themselves."

Alongside e-vehicles and push bikes, The Bike Shop by Smartech will feature the latest in must-have biking accessories such as the Closca folding helmet, perfect for storing in a bag or backpack, Ausair face masks that protect against harmful pollutants in the air, and Litelok, the world's lightest flexible high-security bike lock. There will be a highly exclusive collection of more than 40 new brand partners, 30% of which are worldwide exclusive to Smartech and will only be available at Selfridges. The Bike Shop will be home to products which redefine the dimensions of motion and bridge the gaps between technology, innovation and movement.

The Bike shop will host the world's first bamboo workshop for making personalised 100 per cent sustainable bamboo bikes. The workshops will be open every day for the duration of the Corner Shop takeover, on a first come first served basis. Customers can buy custom made bikes, create one from scratch on the day or come in for personalised bike repairs.

The Bike Shop will run in The Corner Shop until 16th August, after which it will move to a permanent location within Selfridges Oxford Street.

Top e-vehicle picks, available at The Bike Shop by Smartech:

The Mate X

Perfect for: the fashion-conscious

The MATE bike engages with contemporary challenges by creating a range of unique electric bikes. Made for any rider, any journey and any situation, MATE has a perfect collection of eBikes that are cool, sexy and practical. Every thought behind design, upgrades and additional details have been made while continuing to ensure that our eBikes are both affordable, fun and awesome looking. Without compromising on comfort and performance, the Mate X is an Instagram sensation, perfect for the fashion-forward customer looking for a stylish way to travel around town. They turn heads wherever they go and at the same time offer a smooth ride with a good conscience.

Vello Bike

Perfect for: city cycling

An award-winning design: the ultra-light VELLO bike with self-charging technology and high-performance urban folding, makes mixed-mode commuting easy. The product designer Valentin Vodev developed a bicycle that combines innovative technologies and a signature design that offers solutions to known urban challenges. The Vello bike is all about convenience, ideal for the busy city goer; fast and simple to fold this bike is ultra-lightweight and perfect for commuting.

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Angell

Perfect for: state-of-the-art technology.

The bike of your dreams. Whatever your destination, whatever your mood, Angell has got everything covered. Just check your screen and enjoy the city on your own terms. Safe from the tricks of the road and safe from the streets. Angell is one of the most exciting e-bike brands in the world - the design is unparalleled, and the bike is packed full of smart features. The integrated display can guide you to where you need and tell you how many calories you are burning on the way. The Angell app will also keep you and your bike safe with fall and theft detection features. From where you have to go to where you deserve to be, Angell makes your journey that much easier.

Smacircle

Perfect for: commuters/people with limited space for bike storage.

The Smacircle is new to the market and ideal for Londoners with limited bike storage. Smacircle is an innovative brand that makes moving around, fun, and entertaining. The bike unfolds in seconds and is incredibly lightweight. With the world's most compact and lightweight e-bike, you get to enjoy carrying your micro-mobility whenever and wherever you go.

Superstrata

Perfect for: technology heads.

The Superstrata is the world's first true unibody, custom 3D-printed carbon-fibre e-bike. With only a limited run of 500 units, Superstrata is set to be one of the most highly anticipated launches ever. Constructed from industrial-strength carbon fibre, the Superstrata is lighter than aluminium yet x5 stronger than titanium. Using advanced composite materials and innovative 3D-printing manufacturing, every unit is custom-built for customers according to their size and riding styles.

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