



## **ABOUT: HAPPAREL BICYCLES**

Happarel Bicycles prides itself in having pushed the bounds of innovation with the world's first fully customised reflective bicycle frames. The frames and accessories are born out of a need to increase visibility for cyclists with an elegant solution for safety that adds to design aesthetic instead of compromising. Alongside reflective bicycles, Happarel produce a short-run of organic handmade t-shirts, cycling caps, scarves and other clothing accessories.

Happarel Bicycles is a Berlin-based startup founded by cycling enthusiasts Eberhard Schilling and Antoine Capeyron. Their current focus of reflective products are a result of merging their background in product design with their passion of riding and building bikes. The reflective bicycle began with customisation of regular frames with reflective decals. These smaller accessories were intended to both increase road-visibility and compliment the design of a bicycle in a way that other commercially-available products don't do. They built upon this initial idea to eventually produce a full range of custom applications such as spoke design, full frame designs and more.

### **Manufacturing**

Research and development began in 2012 with experiments using reflective sprays, paints, glass beads and other reflective substances. A unique film was selected for its adaptability and durability over the course of many months of road-tests. After negotiations with one of the major German manufacturers of industrial reflective materials, a supply of custom material unique to Happarel Bicycles was secured. The reflective material is anti-corrosion, resists all weather conditions, is coated with a tough varnish that is scratch-proof and is guaranteed for 7 years to maintain optimal reflective properties. This custom material coupled with handcrafting techniques led to a reflective frame treatment that takes the form of a custom design modification.

Each bicycle is a custom project where design elements are developed side-by-side with the customer to include a full selection of colours, logos, text and design aspects. Precise mechanical cutting techniques are applied to the reflective film to match the dimensions of the designs and the reflective material is meticulously applied by hand in the Happarel Bicycles workshop. The resulting products are either customisation and upcycling of older frames or the complete build of a custom bicycle using hand-picked parts and designs from the ground up.

### **Resonance**

The Happarel Bicycles Crew have participated in cycling events such as the Berliner Fahrradschau as well as fashion events like PREMIUM Trade Show for Berlin Fashion Week 2015. Happarel Bicycles display their flagship frames in Berlin at the exclusive 'Auftragsrad' and 'Un Autre Voodoo' Design stores as well as temporary inside „Bikini Berlin“, and elsewhere in Europe such as the 'Look mum no hands' bike café in East London. In 2015 Happarel Bicycles started a collaboration with VIKS bicycle manufacturers, a custom bike company from Estonia, adding a new reflective edition to their award-winning line of unique bike frames. This year's highlight will be the attendance at the world's leading bike fair EUROBIKE to showcase their frames and demonstrate stylish alternatives for safe-cycling gadgets.

The success of the reflective bicycles has been covered by international media with German Television features broadcasted throughout Europe. Magazines with focal points such as Bicycle Trends, City Culture or Design Aesthetics are amongst various international publications that have covered the reflective frames. Production company '4bc' shot a promotional video over six months for release in late 2015 which documents the entire manufacturing process of a reflective bicycle and showing the final appearance in full effect.

## **Values**

Contributing to the cycling community is as important as building a great product. The people who use Happarel reflective accessories and frames range from hardcore fixed-gear geeks to commuters, casual cyclists and even wheelchair users. The response to Happarel Bicycles has extended throughout Europe with their bicycles being used in Ireland, France, England, Spain and across various cities throughout Germany.

Sustainability is one of the driving ideals that Happarel Bicycles hold when producing a new product. This is practised by promoting upcycling, minimising waste, the disuse of harmful chemicals and carefully sourcing environmentally-friendly materials. The reflective components are designed to outlast standard paint applications and eradicate the need for environmentally-harmful chemicals such as paint-removal products.

When building a new bike from the ground-up, Happarel choose mechanical systems with as few replaceable parts as possible; the goal is to minimise the frequency of maintenance and to increase the lifespan of a bicycle. Production in the Happarel workshop is facilitated with as many environmentally-friendly and sustainable processes as possible. Alongside bicycle accessories and frames, Happarel produce limited runs of t-shirts and cycling caps using fairly-sourced organic fabrics, water-based inks and handmade screenprints.

## **New paths**

For the future Happarel Bicycles look forward to keep the idea of upcycling alive and to develop projects hand in hand with local NGO's by which used bikes can be brought back into the economic cycle. Happarel Bicycles are open for collaborations with cyclists, designers and manufacturers to create products and visions that oppose the deceptive route of foreseeable obsolescence and that benefit all members of the cycling community.

For requests, feedback or more information get in touch through [contact@happarelbicycles.berlin](mailto:contact@happarelbicycles.berlin).