

BBUC AW17/18

BBUC COLLABORATES WITH WENDY JIM TO CREATE CYCLING INSPIRED JACKETS AND CELEBRATES ONE YEAR OF #OUTDOORDISCO

The founding thought of BBUC is to serve a new generation of cyclists by combining fashion design with athletic functionality.

By doing so, it further hopes to also reach out and inspire all those who have yet to discover cycling as a meditative experience, as well as a means of self reflection.

Our declared mission is to bring a different approach to the realm of cycling by applying an ironic touch, to a top level sport. BBUC hence aims to put an end to the classic image of the mundane cycling outfit by designing equally functional and casual garments, yet with a more urban appearance.

In a collaboration with the viennese designer duo Wendy Jim, who are former students of Helmut Lang, the first collection aimed at deliberately playing with the contrast of urban streetwear vs. the traditional image of high performance, cycling sportswear.

Consequently, Denim and Bomber Jackets are naturally part of this collection as well as skinsuits, jerseys and bib shorts.

#outdoordisco is not only the name of the collection but far more also represents the brands attitude.



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ABOUT BBUC

The cycling fashion label brillibrilliant/unicorn was founded in October 2016 by Christian Wieners and Marvin Mangalino.

Before embarking on this new venture, Christian was an art director for various Viennese agencies.

Marvin is the executive manager of the Hotel am Brilliantengrund since September of 2010 and together with Wolfgang Stranzinger, one of the co-founders of Lomography, also operates the brillibrilliant ltd company, which is run straight out of the Hotel.

brillibrilliant aims to unite people and different commodities on the basis of personal preferences, which on the first glance, do not necessarily have anything in common.

It is an initiative of lateral thinkers, using the Hotel am Brilliantengrund as a breeding ground for innovative ideas.