

BBUC SPRING/SUMMER NINETEEN

BBUC is a contemporary apparel brand serving a new generation of cyclists by combining fashion design with athletic functionality to motivate adventure and self discovery through sport. Their casual and functional garments are differentiated by a clean aesthetic and ironic perspective that plays between fantasy and tradition.

BBUC SS19

Our Spring/Summer 2019 collection refines construction and message to open what it means to ride everyday and explore the worldwide connection between us. We're pleased to release the first four looks from sister themes, each featuring a shortened jersey, new finishing from zippers to banding, and a unified color theory that speaks to the inherent waste of seasonal production.

- **NEW:** Everyday line, color-matched jerseys, gilets, and bibs
- **NEW:** Jersey tailoring, gilet construction, leg band finishing
- **VOL. 2:** Fictional Nations Concept jerseys

UPCOMING: Additional Everyday and FNC color ways



BBUC SS19 EVERYDAY

NEW EVERYDAY LINE

Producing seasonal apparel increases your awareness of waste from water requirements during production to robust international delivery, and despite justifications that ,comfort is essential to letting your mind to wander' and ,an inherent joy of life is individual perspective', we have reprogrammed our release calendar to build a wardrobe of functional, durable, and expressive garments that will last for seasons.

Our new collection realizes signature minimalism in a mix-and-match line of jerseys, bibs, and gilets in a race cut that inspires the Everyday. Sage and Purple jerseys are available now with additional color ways to come. Black, Navy, and Olive bibs have been restocked with a fourth staple on the way, and a new purple gilet increases visibility with a teen-age sensibility.

All pieces are made in Europe from an internationality of Austrian, Germany, Italian, Japanese, and Swiss contributions.

- New Everyday line addresses the sustainability of fast fashion with a unified color theory for future-friendly mix and match looks
- The first of four new jerseys are available: Purple and Sage
- The first of four bibs are available with an additional color way to follow: Black, Navy, and Olive
- Made in Europe with Italian and Swiss fabrics
- Race fit features long sleeves with laser-cut exams and a moldable arm band
- Jersey length shortened 50mm to optimize riding position
- Bib brace constructed from mesh reduces pressure from strap tension
- New YKK zipper improves closure and adjustments to fit
- New jersey hem construction improves pocket grip
- Minimal branding features a small BBUC logo that represents the copyright symbol with unicorn horseshoes



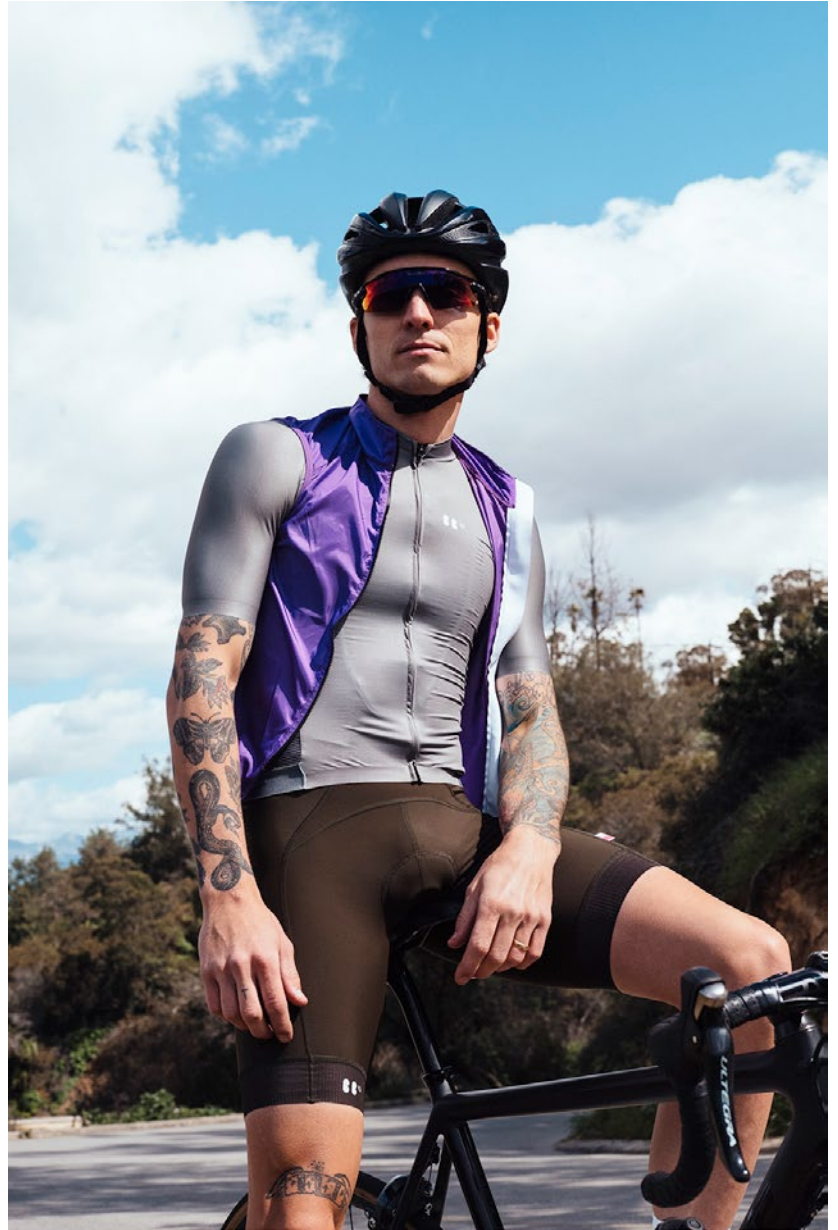
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BBUC SS19 EVERYDAY



BBUC SS19 FNC

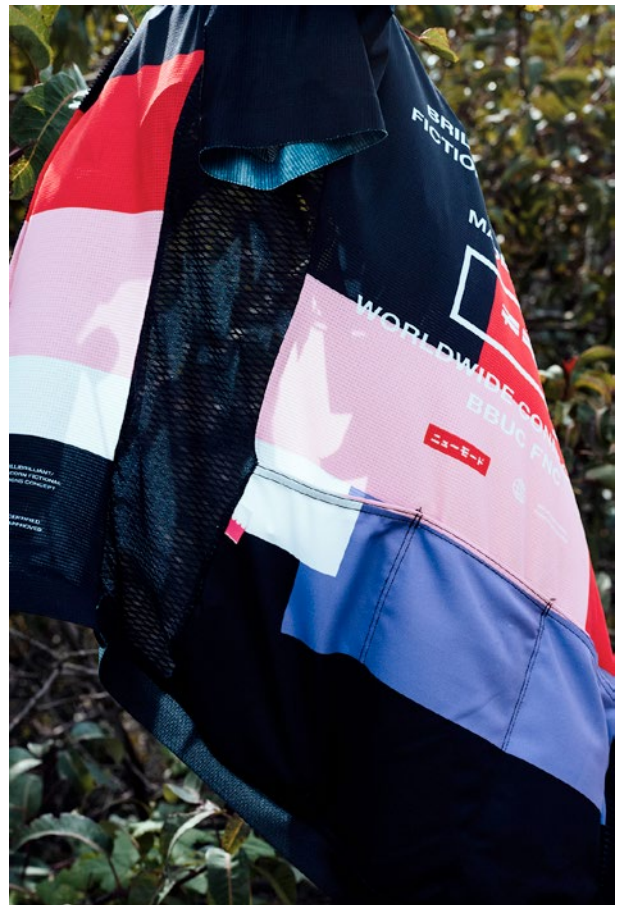
FICTIONAL NATIONS CONCEPT VOL. 2

Last year we explored the meaning of borders and imagined a world united by inclusive philosophies flown in colors from Hotel am Brillantengrund and the countryside around it. This fundamental question has grown on our minds, and so this year we ask aloud: what is your vision of a better world?

We hope for one with an active, worldwide dialog on health instead of debating issues on borders, military alliances, or exits of unions. The first of four flags, Navy and Lilac, look toward this future through fragments of red, pink, and purple in a forward alignment illustrating the convergence of many into a whole.

All pieces are made in Europe from an internationality of Austrian, German, Italian, Japanese, and Swiss contributions. The WORLDWIDE CONNECTION™ tagline featured is a commitment to the commonality between us – and what we do with it.

- Fictional Nations Concept explores what it means to belong through flag-inspired designs that represent utopian ideals
- The first of four limited jerseys are available: Lilac and Navy
- Made in Europe with Italian and Swiss fabrics
- Race fit features long sleeves with laser-cut exams and a moldable arm band
- Jersey length shortened 50mm to optimize riding position
- New YKK zipper improves closure and adjustments to fit
- New jersey hem construction improves pocket grip
- Design features Worldwide Connection tagline to symbolize the internationality of cycling



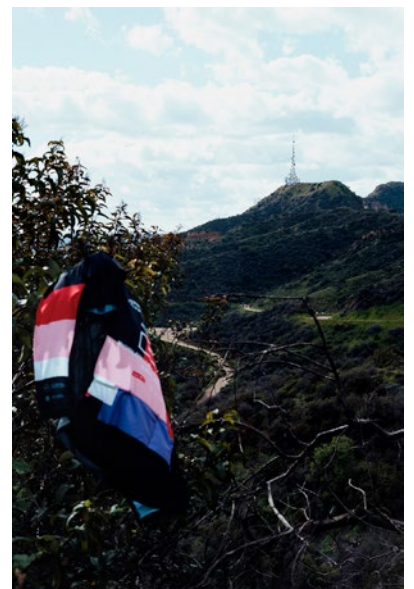
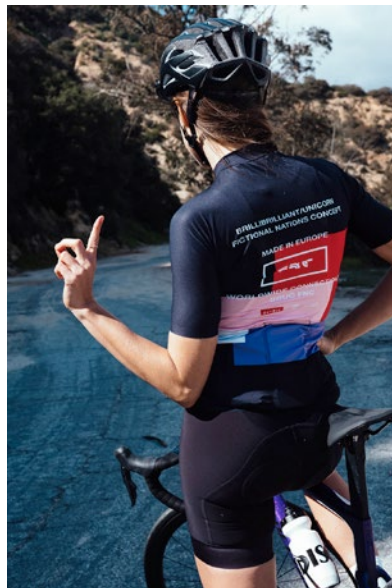


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BBUC SS19 FNC



BBUC SS19 GILETS

NEW GILETS

The gilet had been generally modified by a tighter cut up and by replacing the zipper with a bigger and a more robust version. Another matching purple color has been added to their gilet range.

- Two of four gilets are available: black and purple
- Shell design with mesh back and sides insulates descents with minimal weight when folded
- New tailoring relaxes sizes while maintaining shortened race fit
- New YKK zipper improves closure and adjustments to fit





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BBUC SS19 SECONDARY RELEASE

EVERYDAY

- Two additional jersey color ways
- Two additional gilet color ways
- Fourth bib colorway

FICTIONAL NATIONS CONCEPT

- Two additional jersey color ways

CASUAL AND ACCESSORIES

- DISCO hat restock (limited)
- BBUC hat black and burgundy restock
- New T-Shirt collection