

FOR IMMEDIATE USE

Media Contact:
Steve Gill
612 839 9730
steve@ghost-pr.com

Brompton Unveils Concept Bike Café at Rough Trade NYC Iconic British Brands Unite Stateside for In-Store Concept Coffee Shop



NEW YORK, MAY 1, 2015 – Lovers of bikes, beats and beans rejoice. Just in time for Bike Month and on the heels of Record Store Day, Brompton Bicycle announces the arrival of the Brompton Bike Café at Rough Trade NYC, Brooklyn. The opening represents a stateside union for the two iconic British brands that got their starts in the West London of the 1970s.

“Rough Trade is a legendary music retail brand, renowned for its independent ethos,” says Brompton’s general manager for North America, Katharine Horsman. “So we were very excited to collaborate with them, in their stunning NYC store, to create a new kind of gathering place for New York’s cyclists – people who also know a thing or two about independence and doing things differently.”

Located a block off the Kent Avenue cycle thoroughfare in Rough Trade’s 15,000 square foot Williamsburg store, the Brompton Café brings some of the look and feel of the brand’s London factory to the shop floor with tables created from glass-topped shipping crates stocked with handmade neon and brightly colored Brompton frame parts. Other fun décor choices include murals on the outside walls, a photographic history of the Brompton World Championships and an original bike from the first 400 Bromptons made by inventor and founder Andrew Ritchie.

Brompton owners can stash their folded bikes in-store in lockable, custom Brompton cubbies, while outside a bike lock rail and wall-mounted electric bike pump are located for use by all cyclists, regardless of bike style. Coffee is supplied by Toby’s Estate.

“The Brompton Café is an inspiring, playful and dynamic addition to the store,” says Stephen Godfroy, Rough Trade’s co-owner. “Our customers are typically independently minded, whatever their age or taste in music. Consequently, having a Brompton element within a community hub environment that celebrates independent thinking and self-expression is an unpredictable yet natural fit. The fact that Brompton is another iconic British brand with a West London heritage makes this collaboration all the more special.”

Visitors to the store will also be able to take part in promotions and events run by both Brompton and Rough Trade. Brompton bicycles will not be sold in store at Rough Trade but customers will be referred to local retailers in the city.

For more information visit www.brompton.com

###