

côte&ciel › Hermansen



For SPRING SUMMER 2022 Parisian based design label côte&ciel and award-winning e-bike brand Hermansen have linked up for a one of a kind **côte&ciel Hermansen Bike One**.

Inspired by the colourway of the all-new **VELO** (French for BIKE) **series** of côte&ciel's SS22 collection the team has taken Anders Hermansen's sleek design and given it a fresh new dressing for urban adventures. The inter-city e-bike has been treated to a signal orange paint job with co-branding and orange anodised details - blending both brand's design driven personalities into a truly eye-catching means of transportation. The unique, asymmetric frame is compact, strong and lightweight. Combined with its 20" wheels it is highly manoeuvrable and offers an agile yet no-sweat riding experience.

United by a shared passion for beautiful Copenhagen and travelling in style, the first joint appearance of both brands was a Hermansen Bike One featured in the campaign content for the SS22 collection of côte&ciel. Shot by acclaimed photographer Adam Katz Sinding in his hometown of choice the images followed actress and model Elena Arndt-Jensen alongside the coastal pathways surrounding the Danish capital, sporting products of both the VELO series and wider SS22 collection.

All bikes will be **exclusively produced based on a made-to-order basis** through www.hermansencph.com - paying homage to ensuring your choice of sustainably exploring the city also reflects in the products made available.

Head down to côte&ciel's newly opened **Parisian concept space at BOON 9 RUE DE LESDIGUIÈRES** from **March 1ST** to see the e-bike in all its glory and shop the SS22 collection via www.coteetciel.com

STATEMENT ANDERS HERMANSEN

Anders Hermansen, the Creative Heart behind the award-winning Hermansen e-bike, values the collaboration due to the two companies shared approach to innovative, functional design. He appreciates that "côte&ciel's bags are conceptually clear and easy to read - when you look at the bags you see the idea behind, and this gives a product credibility." "The way of constructing the bags leads my thoughts to Japanese paper folding, origami, that beautifully unites simplicity and complexity. You start with a simple piece of paper and keep folding, and this way you create a continuum of shapes that add up to a complex yet clear structure. This has parallels to the concept behind the Hermansen bike, which is also based on the idea of creating a coherent progression of shapes where you don't separate the front and rear of the frame but have a natural static-organic course of shapes that form a strong, functional structure", says Anders Hermansen.

NOTES TO EDITOR:

The côte&ciel Hermansen Bike One e-bike will be available to purchase on Hermansen Copenhagen's official site www.hermansencph.com for shipment within the EU only.

CAMPAIGN CONTENT:

Imagery of the collaboration bike in action shot by LAURENT SEGRETIER

[HERE](#)

Imagery of the côte&ciel Spring Summer 22 collection shot by ADAM KATZ SINDING

[The Brick Red Series](#)

côte&ciel HERMANSEN BIKE ONE:

Detail imagery [HERE](#)



COLLECTION PRODUCTS:



ISARAU VELO
28968
BRICK RED
(also available in BLACK + BLACK
MELANGE)



INN VELO
28960
OBSIDIAN



YUKON
28970
BRICK RED
(also available in BLACK)



ALU
28959
OBSIDIAN
(also available in BRICK RED as an
ECOM exclusive)



SARU
28971
BRICK RED
(also available in BLACK)



KUB
28969
BRICK RED



KAMA
28955
ECOYARN BLACK MELANGE
(also available in BLACK)



TANANA
28964
ECOYARN BLACK
(also available in BLACK
MELANGE)