



*isolés*

ICONIC & REFINED





**isolés** was founded on the idea that the individual experience of the rider is paramount. While cycling can be highly communal, it remains an individual pursuit, defined by the feeling of the individual on the bike.

We seek to improve the experience of the individual. That's it — a laser-focus on cycling kit that surpasses standards and expectations. Our mission to improve cycling apparel is an homage to the devotion that carries a cyclist out the door. We don't just avoid cutting corners. We seek to elevate every detail, from materials to styling, tailoring and production — all to serve the better ride.

**ISOLES.CC**

## PEOPLE BEHIND

**FOUNDER** Henrik Dahl – isolés | **ART DIRECTOR** Jonas Rasmussen – Black Agency  
**PHOTOGRAPHER** Jesper Bøjlund – Creative Republic | **MODEL** Patrick Pilz





You may find it difficult to relate to a professional rider. But you can certainly relate to yourself, your own beliefs, values and needs in cycling.

They can all be summed up in just one word: **isolés.**

#ISOLES

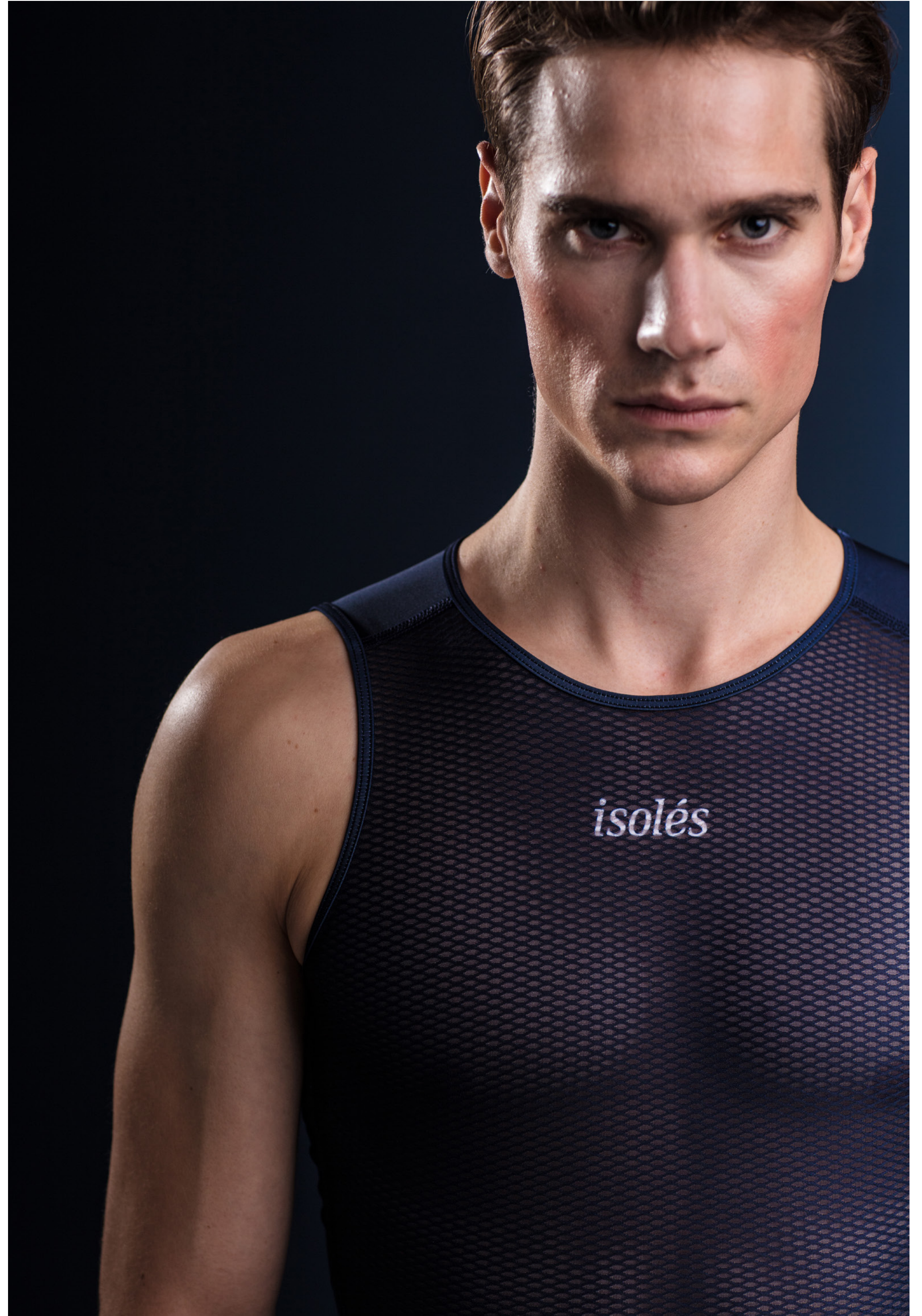














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