PELOTON, I LONG TO BE ISOLÉS

isolés is about that feeling we all have as cyclists, those moments in a ride when we can reflect inwards, meditate on what it means to be a part of something much bigger, but still individual.

The term isolés was given to the category of cyclists on early editions of the Tour de France who rode with no team and no sponsor. They rode for themselves, independent of outside influences.

For more info go to isoles.cc

isolés