

*Interbike Urban Legend Fashion Show*  
Presented by *Momentum Magazine*  
Thursday, September 25, 2008

Photos by Wendell Challenger, Richard Masoner, Carlton Reid, Joe Sales



**momentum**

# The Look: To the Gym



1) Terry eurohalter and spinnaker, bike: Fuji Cambridge



2) Sugoi 42457U BLK and 58301U BLK, Serfas black sunglasses, Louis Garneau helmet, bike: Sidewinder recumbent trike



3) Wanny Tang short and tank, Ortlieb office bag, Ryders Eyewear sunglasses, Nutcase helmet, bike: Electra Amsterdam



4) Harlot Macy t-shirt, Sugoi skort, Racktime bag, Halolux helmet, bike: Giant Transend



5) Smartwool rambition top, Ecopurna mod short, Ecopurna stowaway jacket, bike: Masi Souville

# The Look: Weekend Casual



6) Lily & Jae hoodie, Ecopurna mod short, Timbuk2 bag, Nutcase helmet, bike: Rans Citi



7) Zoic thread short, asylum tee, and waffle hoodie, Ortlieb bike shopper bag, Ryder sunglasses, Nutcase helmet, bike: Yuba Mundo



8) Fabric Horse spats, We3 kimono sleeve top, Zoic damsel skirt, Smith Optics prophet interlock sunglasses, bike:



9) Terry bike tunic and spinnaker, Knog hot dog white bag, bike: Retrovelo Paula



10) Dincus plaid hoodie, Smart Wool ramateur jersey and rambush short, Knog bag, downlow glow lights, bike: Yuba Mundo

# *The Look: Daytime Casual*



11) Sheila Moon gogo skirt, mitzl shimel top, panel short, and arm warmers, bike: Strida G5



12) Fabric Horse fanny bag, Republik jeans, Yellowman fire within top, bike: Calfee Bamboo



13) Lily&Jae hankie tank top, Ecopurna mod short, Nutcase helmet, bike: Giant Transend



14) Terry commuter skirt and mandarin long sleeve top, Ryder sunglasses, bike:



15) Crumpler bag, Showerpass jacket, pant and hat, Smart Wool tee, Smith Optics spoiler inter-lock sunglasses, bike: Xtracycle Radish

# The Look: Work



16) Sheila Moon ruth skirt and norma jean jacket, Smoking Lily pony express bag, Nutcase helmet, bike: Pashley Princess Sovereign



17) Smart Wool ramp polo and palisades sweater, Joyrider pinstripe pant, Arkel bag, bike: Schwinn Tailwind



18) Louis Garneau plaid skirt, Davine black flocked hannah bag, Nixxi fitted collar top, Eco-purna spectator jacket, bike: Fuji Cambridge



19) Joyrider clothing trench coat, bike: Civia Loring



20) Smart Wool ramp polo and ranch short, and Sheila Moon tweed jacket, Nutcase helmet, Wald basket, bike: Jamis Commuter 2

# *The Look: Semi-formal*



21) Gaya brown clutch, Sheila Moon bo peep dress, Serfas tortoise sunglasses, bike: Raleigh Superbe Roadster



22) Dakine black flocked circle bag, Nixxi wrap dress, SIR light, bike: Dahon Curve



23) Cici circle jersey dress, Ecopurna swing coat, Nutcase helmet, bike: KHS Hotrod



24) Osloh jacket, shirt and jeans, Nutcase helmet, bike: KHS hotrod



25) Osloh suit and shirt, bike: Brompton

*The Look: Formal*



26) Jacqueline Conoir blue satin dress, bike: Biria



27) Jacqueline Conoir burgundy floral dress, bike: Biria

## *Fashion/Accessories*

Arkel – [www.arkel-od.com](http://www.arkel-od.com)  
Cici – [www.jystarapparel.com](http://www.jystarapparel.com)  
Crumpler – [www.crumplerbags.com](http://www.crumplerbags.com)  
Dakine – [www.dakine.com](http://www.dakine.com)  
Dincus – [www.dincus.com](http://www.dincus.com)  
Ecopurna – [www.ecopurna.com](http://www.ecopurna.com)  
Fabric Horse – [www.fabrichorse.com](http://www.fabrichorse.com)  
Fluevog – [www.fluevog.com](http://www.fluevog.com)  
Gaya – [www.gaya.ca](http://www.gaya.ca)  
Harlot – [www.harlotwear.com](http://www.harlotwear.com)  
Halolux – [www.halolux.com](http://www.halolux.com)  
Jacqueline Conoir – [www.jcstudio.ca](http://www.jcstudio.ca)  
John Fluevog – [www.fluevog.com](http://www.fluevog.com)  
Joyrider Clothing – [www.joyriderclothing.com](http://www.joyriderclothing.com)  
Knog – [www.knog.com.au](http://www.knog.com.au)  
Lily + Jae – [www.lilyandjae.com](http://www.lilyandjae.com)  
Louis Garneau – [www.louisgarneau.com](http://www.louisgarneau.com)  
Nixxi – [www.nixxi.ca](http://www.nixxi.ca)  
Nutcass – [www.nutcasehelmets.com](http://www.nutcasehelmets.com)  
Ortleib – [www.ortliebusa.com](http://www.ortliebusa.com)  
Osloh – [www.osloh.com](http://www.osloh.com)  
Racktime – [www.racktime.com](http://www.racktime.com)  
Republik – [www.republikmtb.com](http://www.republikmtb.com)

Ryders Eyewear – [www.ryderseyewear.com](http://www.ryderseyewear.com)  
Serfas – [www.serfas.com](http://www.serfas.com)  
Sheila Moon – [www.sheilamoon.com](http://www.sheilamoon.com)  
Showerspass – [www.showerspass.com](http://www.showerspass.com)  
Smart Wool – [www.smartwool.com](http://www.smartwool.com)  
Smith Optics – [www.smithoptics.com](http://www.smithoptics.com)  
Smoking Lily – [www.smokinglily.com](http://www.smokinglily.com)  
Sugoi – [www.sugoi.com](http://www.sugoi.com)  
Terry – [www.terrybicycles.com](http://www.terrybicycles.com),  
Timbuk2 – [www.timbuk2.com](http://www.timbuk2.com)  
Wanny Tang – [www.wannytang.com](http://www.wannytang.com)  
We3 – [www.we3.ca](http://www.we3.ca)  
Yellowman – [www.yellowman.com](http://www.yellowman.com)  
Zoic – [www.zoic.com](http://www.zoic.com)

## *Bike Accessories*

The SIR(Safety Rider Illumination) Light  
Planet Bike – [www.planetbike.com](http://www.planetbike.com)  
Knog – [www.knog.com.au](http://www.knog.com.au)  
Mirrycle – [www.mirrycle.com](http://www.mirrycle.com)  
Rock the Bike – [www.rockthebike.com](http://www.rockthebike.com)  
Wald – [www.waldsports.com](http://www.waldsports.com)

## *Bikes*

Biria – Easy Boarding Easy 7 [www.biria.com](http://www.biria.com)  
Brompton – [www.brompton.co.uk](http://www.brompton.co.uk)  
Calfe – Bamboo [www.bikecalfeedesign.com](http://www.bikecalfeedesign.com)  
Civia – Loring [www.civiacycles.com](http://www.civiacycles.com)  
Dahon – Curve D3 [www.dahon.com](http://www.dahon.com)  
Electra – Amsterdam [www.electrabike.com](http://www.electrabike.com)  
Fuji – Cambridge [www.fujibikes.com](http://www.fujibikes.com)  
Giant – Transend [www.giant-bicycles.com](http://www.giant-bicycles.com)  
Jamis – Commuter 2 [www.jamisbikes.com](http://www.jamisbikes.com)  
KHS – Hot Rod [www.khsbicycles.com](http://www.khsbicycles.com)  
Masi – Soulville [www.masibikes.com](http://www.masibikes.com)  
Pashley – Princess [www.pashley.co.uk](http://www.pashley.co.uk)  
Raleigh – Superb Roadster [www.raleighusa.com](http://www.raleighusa.com)  
Rans – Citi [www.ransbikes.com](http://www.ransbikes.com)  
Retrovelo – Paula [www.retrovelo.de](http://www.retrovelo.de)  
Schwinn – Tailwind [www.schwinn.com](http://www.schwinn.com)  
Sidewinder – Recumbent Trike [www.sidewindercycle.com](http://www.sidewindercycle.com)  
Strida – [www.strida.com](http://www.strida.com)  
Xtracycle – Radish [www.xtracycle.com](http://www.xtracycle.com)  
YUBA - Mundo [www.yubaride.com](http://www.yubaride.com)





## *Thank You!*

Interbike for producing Urban Legend · Fashion · Art · Motion  
Show Coordination and Styling – The Honey Mustard Fashion and Media Services  
– [www.thehoneymustard.com](http://www.thehoneymustard.com)  
Assistant Coordinator – Talia Fanning  
Models – Susan Pinkney, Michelle Candido, Elizabeth Hurst,  
Gene Oberpriller, and Joë Layno  
Hair & Make-up – Tonic Hair Salon, Las Vegas  
Music – DJ Miss Dust – <http://web.me.com/djmissdust>  
Bike Wranglers – United Bicycle Institute – [www.bikeschool.com](http://www.bikeschool.com)  
Shoes provided by Wanny Tang and Fluevog

Urban Legend Fashion Show was presented by

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