

The Topshop Bicycle Club Hits New York City



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To welcome the arrival of summer in the city, Topshop will be celebrating its love of 'cycle chic' with free bicycle rentals from its New York store, plus cycle styling tips for the ultimate bike look.

For one week from 20th June, New Yorkers can hire one of 30 Topshop bicycles and free-wheel around the city in style. There will be no charge for the bike hire, and there will even be a bike valet outside the store to take care of



customers' bikes as they shop. Everyone who borrows a bike will receive a fashion map which will take them round a choice of three separate routes via Topshop's favourite New York haunts. The route will encompass sweet treats at Tea & Sympathy, a visit to DIY-clothing emporium Home Ec from the owners of boutique clothing shop 'Flirt', and a trip to Pixie Market to browse the up-and-coming designer

offerings. The map will also include hidden gems such as the fabulous nail bar Hello Beautiful in Williamsburg, and luxury Italian apothecary Santa Maria Novella in Soho.

In true Topshop style, people cycling around the city will be invited to take street style snaps of their cycling looks and enter them into a competition hosted by fashion authority site Chictopia.com. The competition will run over a month, and each week there will be five winners - four chosen by Chictopia.com users and one chosen by Topshop. Each winner will receive a set of wheels. In-store, customers will have the opportunity to have their picture taken by legendary nightlife photographer Nicky Digital in front of a street style backdrop. There will be a special Style Advisor team on hand to advise customers on how to look as good as possible on their bike and all the photographs will be uploaded onto Flickr and Topshop's Facebook page, allowing people to tag themselves and comment on their favourite images.

Topshop will also be hosting an exclusive al fresco screening of classic film 'Blow Up' on 26th June at The Yard in Brooklyn. After the film there will be DJs, including Mia Moretti and Erin Lucas, dancing and drinks - plus a bike valet so winners can ride their bikes to the event. The only way to get a much coveted ticket is by finding one of the winning tokens hidden around the store in the days leading up to the screening.

-Ends-

Notes to Editors:
At the film screening, ticket holders will be entitled to one free drink and one box of popcorn to accompany the screening. Additional drinks will incur a charge. NB: Topshop does not endorse cycling whilst under the influence of alcohol.

About

Topshop

Topshop was established in 1964 and is part of Arcadia Group Ltd. Sir Philip Green became owner of Arcadia Group Ltd in 2002.

Topshop is continually recognised as being an authority on [womens fashion](#), having won several awards for design reputation and new service. Topshop was the first fashion retailer to show on schedule at London Fashion Week in September 2005 and continues to grow its reputation for supporting exciting new talent at London Fashion Week.

Topshop opened its hugely anticipated first store in New York on 2nd April 2009 on Broadway and Broom, which has since become one of the hottest shopping destinations in the city. The store includes the best of Topman menswear and Topshop's [womens clothing](#), including designer concessions, Topshop Unique, Topshop Boutique, [shoes](#), [dresses](#), accessories and jewellery. Celebrities such as Jennifer Lopez, Lindsay Lohan and Kylie Minogue have passed through its doors, and the store's Style Advisor team have dressed the most fashionable movers and shakers in town

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