



PEdAL ED

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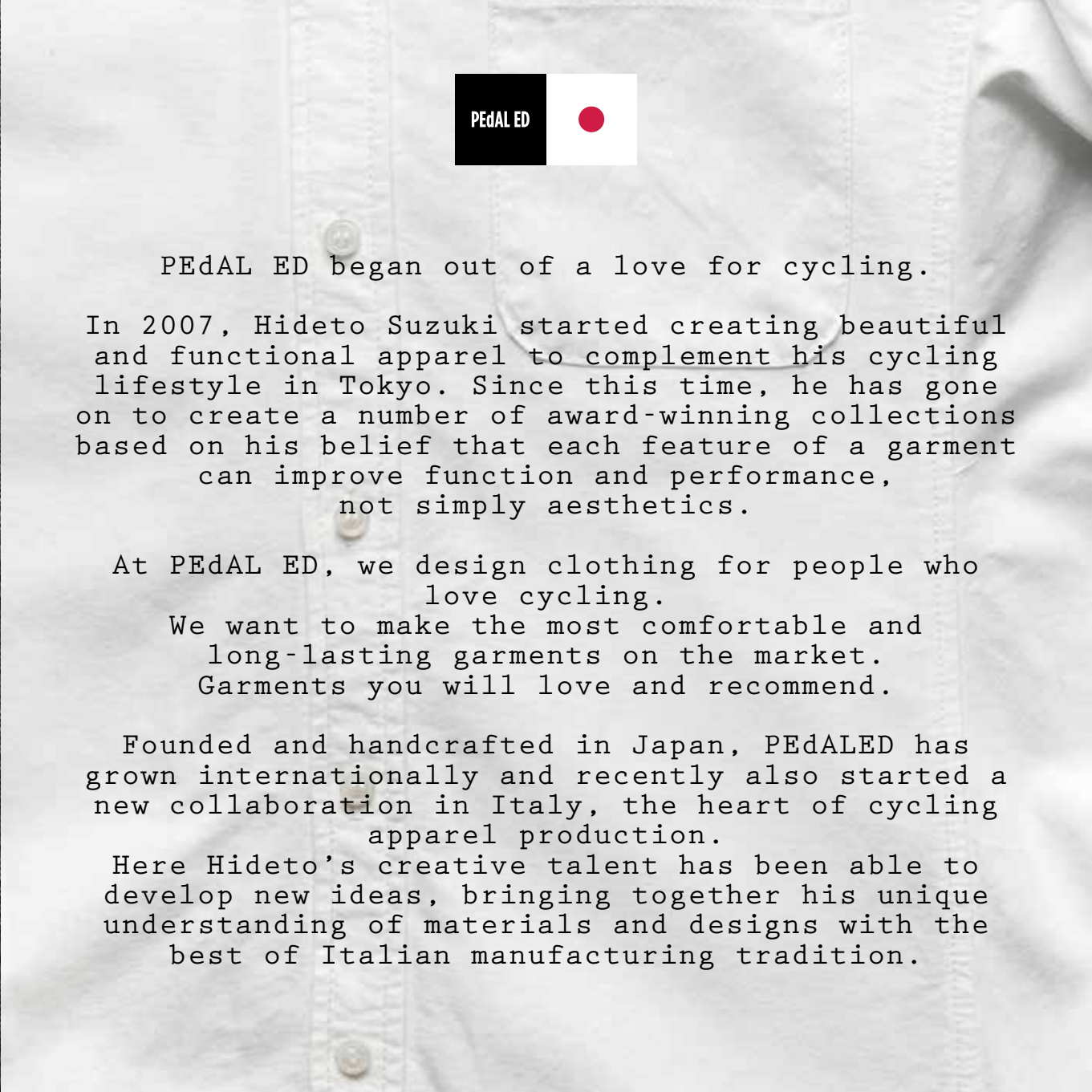


#dressliveride

"We make the garments. You decide how to live and ride with them."



PEDAL ED



PEdAL ED began out of a love for cycling.

In 2007, Hideto Suzuki started creating beautiful and functional apparel to complement his cycling lifestyle in Tokyo. Since this time, he has gone on to create a number of award-winning collections based on his belief that each feature of a garment can improve function and performance, not simply aesthetics.

At PEdAL ED, we design clothing for people who love cycling.

We want to make the most comfortable and long-lasting garments on the market. Garments you will love and recommend.

Founded and handcrafted in Japan, PEdALED has grown internationally and recently also started a new collaboration in Italy, the heart of cycling apparel production.

Here Hideto's creative talent has been able to develop new ideas, bringing together his unique understanding of materials and designs with the best of Italian manufacturing tradition.

鈴木秀人は
サイクリングを
愛しています



“Hideto and his love for cycling”



After 15 years working as a designer in the Japanese fashion industry, Hideto Suzuki discovered a love for cycling and began creating his interpretation of cycle clothing.

“...the importance of making things is to create each object with a sincere attitude. Inspired by my daily cycling I designed my personal clothing to wear on the bike...”

PEdAL ED garments bring together Hideto's belief in the aesthetic and function of cycle clothing through timeless and purposeful designs.



日本製
イタリア製

“made in Japan, made in Italy”



Every PEdAL ED product tells the story of our approach to Life and to Cycling. For us Made in Japan and Made in Italy stand for great attention to detail, and care for high quality products. The use of the finest manufacturing techniques guarantees that our garments are highly functional and durable.

We want cyclists to appreciate what we make as something inherently special and feel the difference in our garments. Like the people who have put their passion into designing and making them.



スタイルと
機能の間の
バランス

“balance
between
style and
function”



We do not pursue innovation for innovation's sake. We carefully evaluate when innovation makes sense and when it becomes an end in itself. We have the ambition that our garments can stand the test of time.

Our approach to design is finding the right balance between function and style. We believe style should outlast fashion trends and follow the careful and tasteful combination of the functional elements. We do this by organizing the design of these elements, like structural seams, to be beautiful and practical.



サイクリストの
要求のために
設計された

“garments
designed for
demanding
cyclists”



In our team we like to cycle, from road cycling to off-road, commuting to travel.

Some of our garments are inspired by a specific riding style, but most of our models can be used across cycling disciplines. We believe cycling garments should allow flexibility of use when possible to accompany a flexible cycling lifestyle.

We make the garments. You decide how to live and ride with them.



contact informations

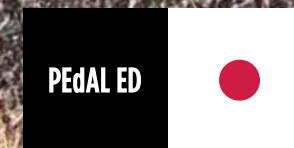
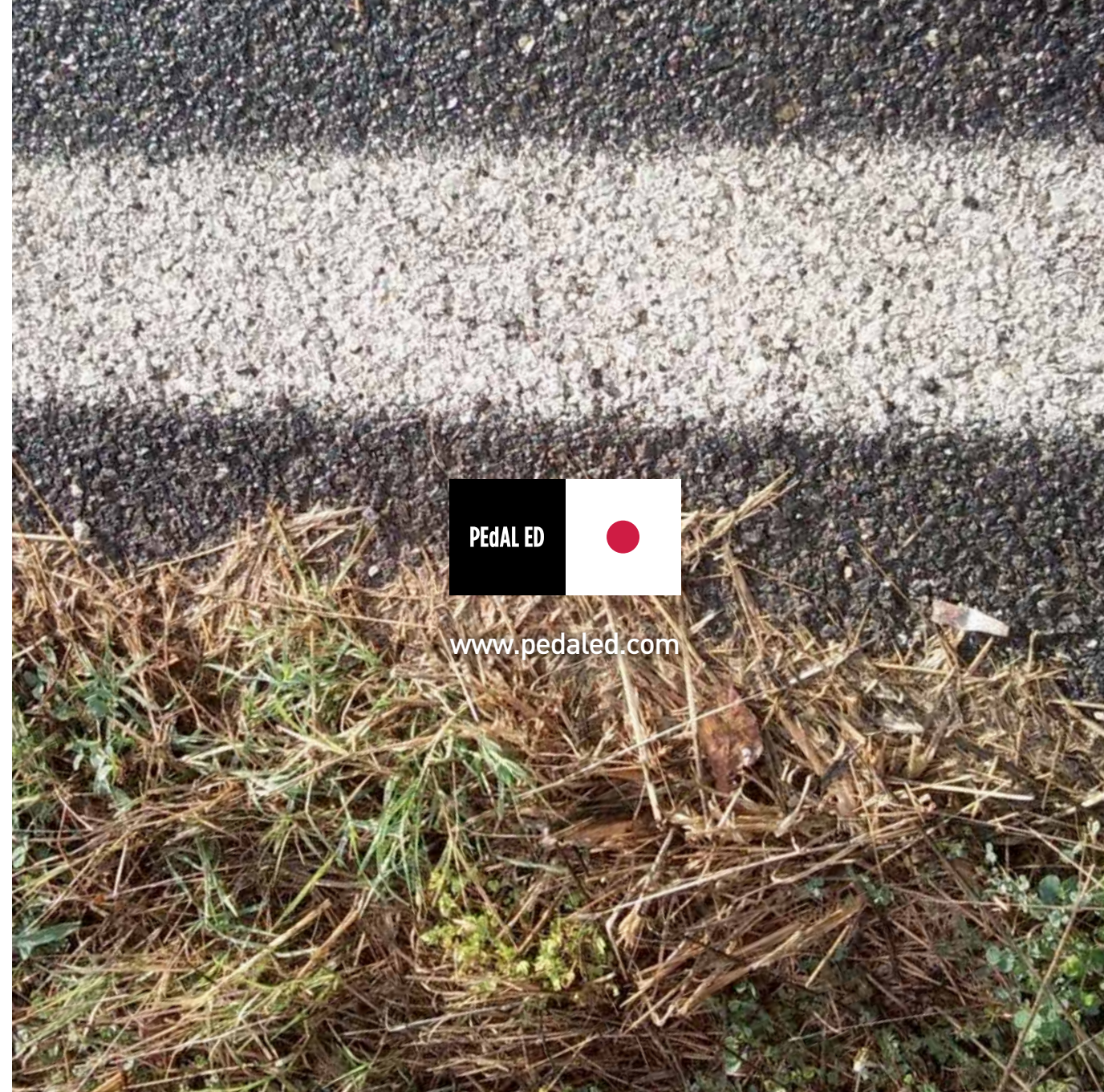


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