



MODYN
design that moves

Velofollies 2023

Introduction

In this report, we are excited to share with you our personal favorites from the Vellofollies 2023 fair. Hosted annually in the picturesque city of Kortrijk, this event is the largest of its kind in the Benelux region and is considered a premier event for the cycling industry. This year's edition was expertly organized and featured a wide variety of bicycles catering to every type of rider, including mountain bikes, racing bikes, BMX bikes and city bikes for urban commuters.

The fair brought together some of the most reputable brands in the cycling industry, who displayed their latest collections and innovations. From cutting-edge technologies to sleek and stylish designs, the fair was a visual treat for all bike enthusiasts.

Whether you're a seasoned cyclist or simply interested in the latest trends and developments in the world of cycling, this report is for you.

-Enjoy!

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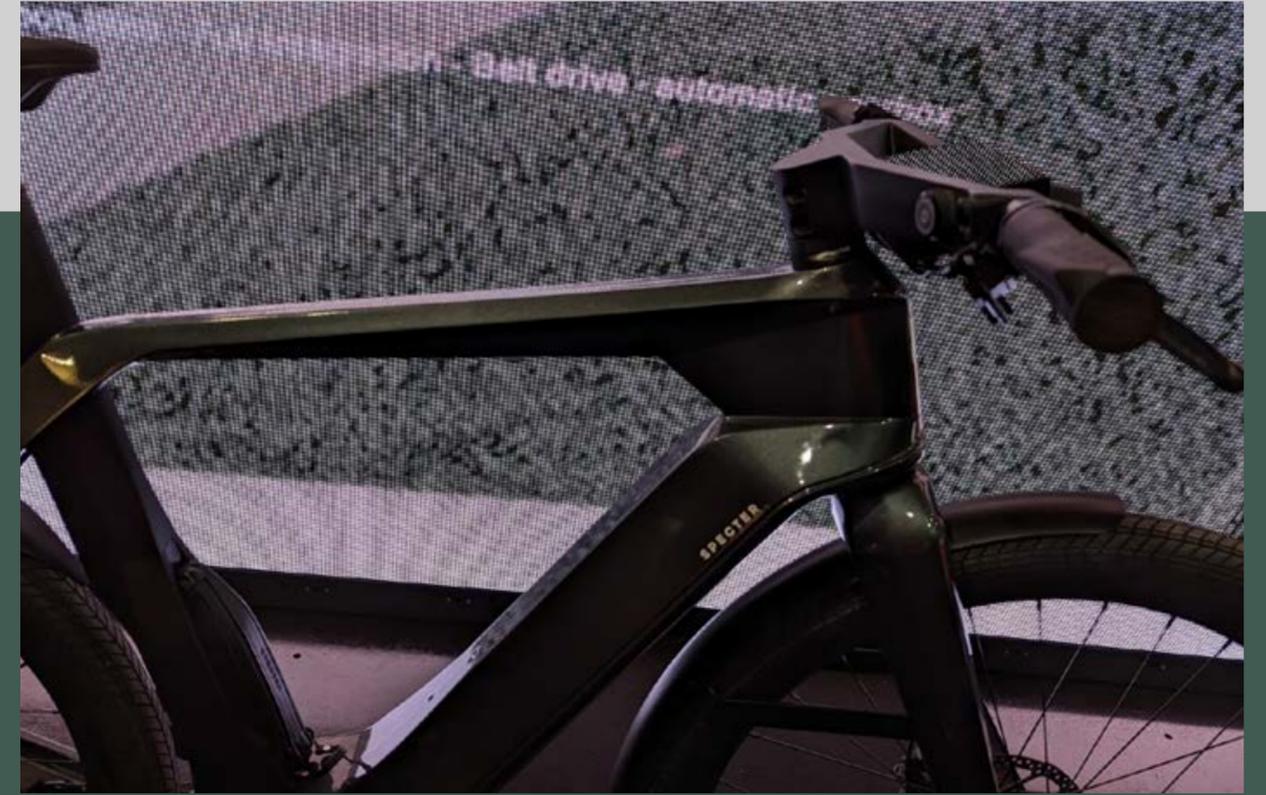
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Designed for Purpose



The PNPL 3.0 Van Rysel

The PNPL 3.0 from Van Rysel is a concept bike that is the result of a collaboration with Autodesk, a company that specializes in Generative Design. This cutting-edge bike design allows for a new way of designing by utilizing artificial intelligence and 3D printing technology. This means that it is tailor-made and can be printed on-demand, providing a unique and personalized riding experience.



Angular bikes

Bike frames with angular designs are becoming more sought-after due to their contemporary and distinctive look, featuring sharp, geometric lines and shapes that set them apart from the classic round or curved designs. Advanced materials and manufacturing methods make these intricate shapes attainable for consumers. Certain bikes are made from sheet metal, offering an alternative to the typical extruded aluminum frame and a potentially more environmentally friendly option. The intricacy of the design lies in its shape and sheet folding, which may need less production technology.



Sustainability

The Roetz Life e-bike is the future of cycling and is now available for subscription at 86 euros per month. With its circular design and modular components, it is built to last forever, offering a powerful and durable ride that is (re-)configurable to meet your needs. Whether you're commuting to work or exploring the great outdoors, this e-bike is designed for ease of replacement and repair of key parts like the steering wheel, frame, and self-developed drive module.

-Feel free to contact us to explore the future potential of sustainable biking.

Light integration

The trend of integrating lights into bike frames is becoming increasingly popular, and for good reason. The seamless and sleek design adds both functionality and style to the bike. The lights not only improve visibility on the road but also give the bike a futuristic look. It's a smart and practical feature that we're seeing more and more of, and we're impressed with how seamlessly the lights blend into the bike's design. It's a trend that's here to stay.





Cargo

The trend of different bike cargo solutions is on the rise as more people are choosing to use their bikes for transportation. These solutions can range from traditional racks and panniers, to more innovative designs such as front or rear-mounted cargo baskets, bags and trailers. These solutions make it easier to carry groceries, work bags, or other items while riding a bike, making it a more practical mode of transportation. With more and more designs and options available, it's becoming easier than ever to carry cargo on a bike, making it a more versatile and practical option for everyday use.



Pet trailers

Pet trailers are becoming more popular as well, as they allow for convenient and safe transportation of pets while cycling. They are small, lightweight and easy to attach to a bike, and come in different sizes and designs to accommodate various types of pets. Pet trailers also provide a comfortable and safe interior for the pet to ride in, and some even have a mesh window for the pet to see outside. They are also eco-friendly alternative to transport pets instead of using a car.

CMF highlights

Gradients and bold decals



We've noticed a trend of bikes featuring colorful gradients and bold decals. These designs add a pop of color and personality to the traditional bike.

Stripes



These stripe graphics add a unique and modern touch to the overall look of the bike. The stripes, often in different colors or opacity, create a dynamic and eye-catching effect. The use of clean lines and bold colors gives the bike a sporty, contemporary look.

DUO color



The trend of dual-colored bikes is gaining popularity as well, with many opting for a tone-on-tone, color-blocking or complimentary color scheme. The result is a sleek and stylish bike. The use of two colors instead of one creates a dynamic and modern look. It's no surprise that this trend is becoming increasingly popular.

Paint and Decal innovations



We've noticed that bike brands are experimenting with unique decal designs and advanced painting techniques, giving their bikes a special and personalized touch. These new designs and techniques make the bikes feel more exclusive and stand out from the traditional designs. It's exciting to see the creativity and innovation in the industry and we look forward to seeing more of these unique designs in the future.

Polished and sandblasted

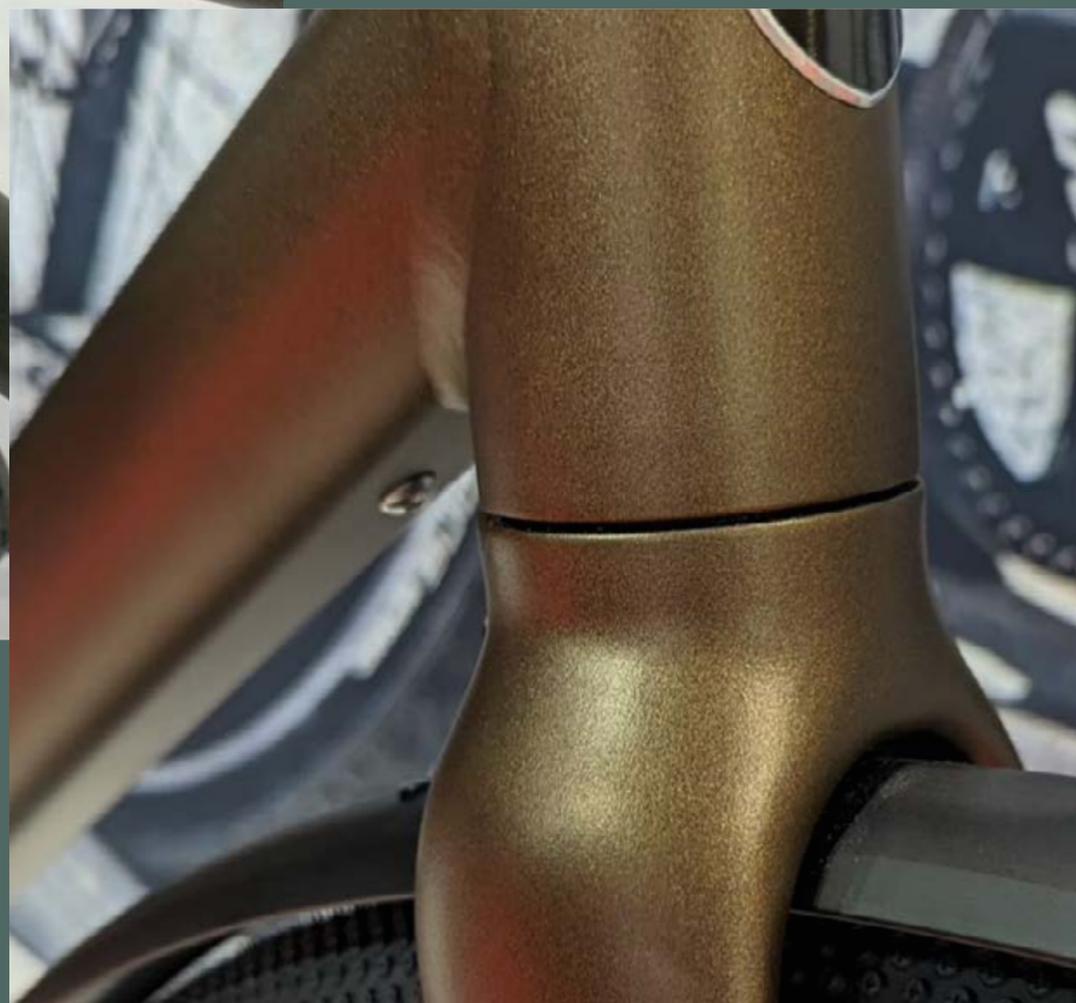


Melange effect

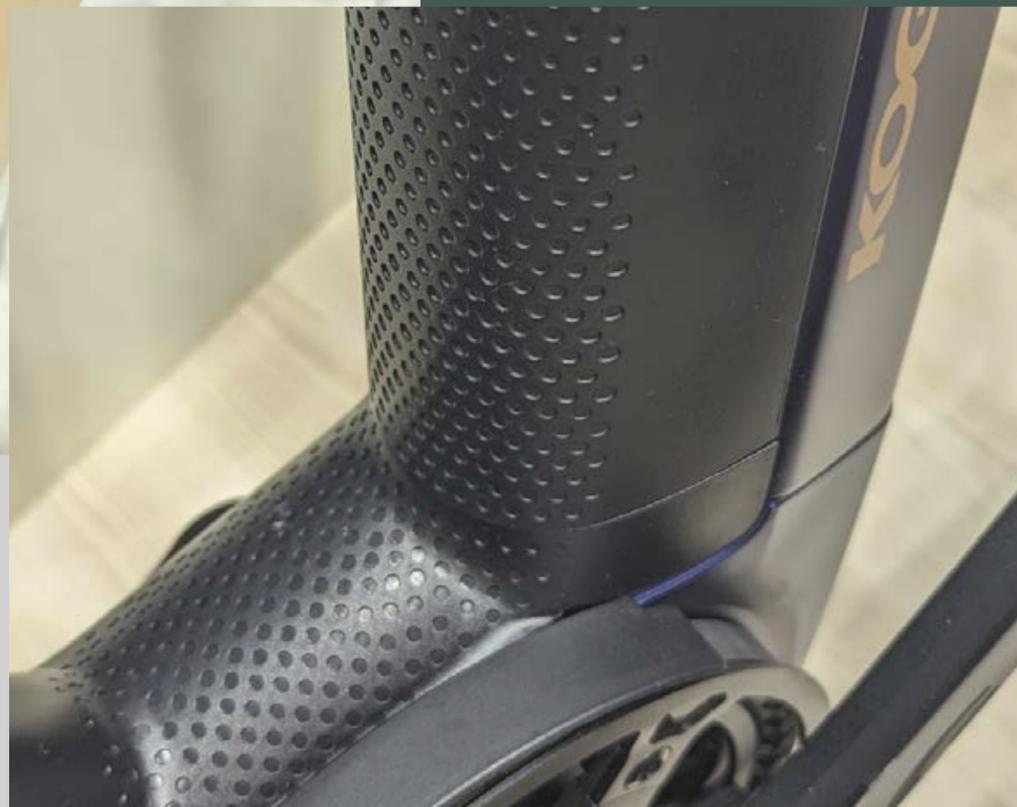




Matt Metallic



We've noticed a trend of many bikes featuring metallic painted frames, with a matte finish. The matte finish gives the bike a luxury and sophisticated look, and the metallic paint adds a touch of elegance. The matte finish also adds a unique texture, making the bike stand out from traditional glossy finishes. The result is a sleek and stylish bike that catches the eye.



Relief

Relief parts are being used as a visual tool and functional, tactile element in modern bike designs. These elements add depth and texture to the overall design of the bike, making it more visually appealing. They also serve a functional purpose, providing a tactile surface for the rider to grip and interact with. This can improve the overall riding experience, as well as add a unique and modern touch to the design of the bike.

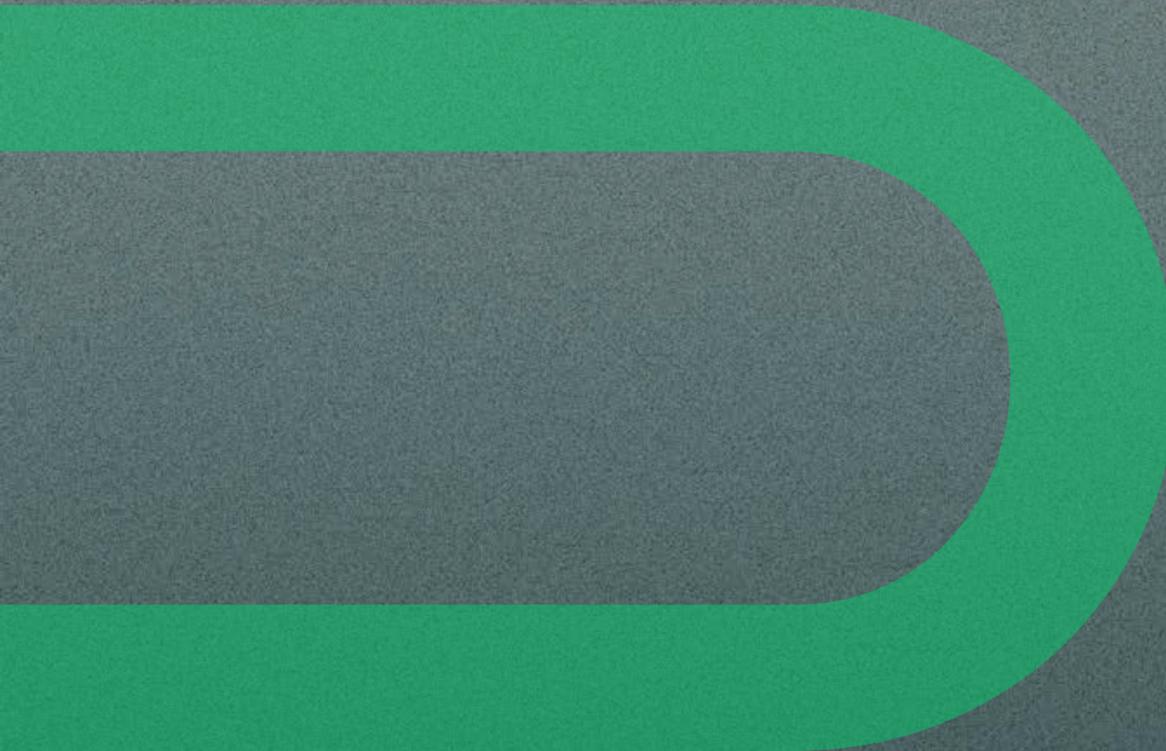


Summary

In conclusion, the fair showcased a wide range of innovative and exciting developments in the world of biking. From the latest in 3D printing technology, to the use of relief elements as a visual and functional design element, the fair truly highlighted the dynamic and ever-evolving nature of the bike industry. With so many exciting new developments on display, it is clear that the future of biking is looking bright.

Overall, the fair was a great success and we look forward to seeing all the exciting new developments in the biking world in the coming months and years.





Get in touch today to
discuss **your future**
with our experts.

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