

PAUL SMITH ANNOUNCES PAUL'S WORLD OF CYCLING, A NEW EXHIBITION AT BECYCLE IN FLORENCE

To celebrate this year's Tour de France beginning in Florence, the Pitti Immagine team – in collaboration with Rouleur magazine – will be hosting the inaugural edition of BECYCLE, a new cycling-focused event. As part of BECYCLE, which runs from 26th – 28th June, Paul Smith will be mounting a one-off exhibition in honour of their eponymous founder's lifelong obsession with the sport. Since his teenage years spent as an aspiring race cyclist, Sir Paul Smith has remained immersed in the cycling world, building strong connections to many of the world's most respected cycling teams, bike makers, and star riders.

As with many of Sir Paul's passions, his love of cycling has also manifested in the act of collecting. Over the course of decades, he has amassed an enviable personal archive of bikes – from the antique to the cutting edge – vintage jerseys, and all manner of cycling ephemera. Paul's World of Cycling, which begins on 26th June, will give visitors a rare opportunity to see just a small part of this archive for themselves.

Following on from the brand's recent triumphant return to Pitti Uomo, where Sir Paul personally presented the SS25 collection, he will also be appearing at BECYCLE for an in-conversation event with Fabio Genovesi, to coincide with the closing night of the exhibition on Friday 28th June. During this, he will talk about the items he chose for the exhibition, and his history as a dedicated cycling fan.

Paul's World of Cycling will take place at BECYCLE, Stazione Leopolda, Firenze, from 26th – 28th June. Paul will be in conversation on 28th June, at 16:10 CEST.

About Paul Smith

Paul Smith is Britain's leading independent design company. Paul Smith champions positivity, curiosity and creativity. These qualities underpin every Paul Smith design, whether it's a shirt, a shop or a special collaboration. Paul Smith is a British company with a global outlook. What began in a small, 3 × 3 meter shop in Nottingham, England in 1970 has grown to 130 shops and counting around the world, with locations in over 60 countries.

About BECYCLE

BECYCLE is the new Pitti Immagine event dedicated to the world of cycling and bike culture, tourism, and lifestyles, from June 26 to 28, 2024, at the Stazione Leopolda in Florence, in the days leading up to the departure of the 111th Tour de France from the Tuscan city (on June 29). BECYCLE features a selection of the best Italian companies and not only, in the sector, presented within an original set design, together with testimonials, products, and the latest technologies. The event will also host Regions involved in the Italian stages of the Tour, as well as destinations at the forefront of promoting cycle tourism. BECYCLE is also a hub for entertainment and networking, thanks to a rich program of talks, discussions, and interviews featuring renowned athletes, sports and lifestyle figures, experts in experience marketing and the bike economy, international organizations and institutions working on sustainable and active tourism.