

CONSUMER X



A Love Story

STAGES TO BRAND LOVE

01 ATTRACTION

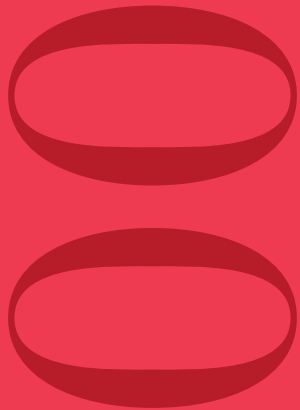
Beckoned from afar

02 DATING

Testing the waters

03 COMMITMENT

Life partners





Spaces with sanctuary-like aspects are less about working out how you compliment each other and more about an unconditional love...

03

THE RAPHA SHOP

JERSEYS

See all Jerseys +



Rapha's jersey collection satisfies the needs of every type of ride. From winter training to the hottest most demanding summer temperatures



Classic Jersey \$120.00 rrp \$160.00



Super Lightweight Jersey \$110.00 rrp \$140.00



Club Jersey \$75.00 rrp \$150.00



Club Jersey \$90.00 rrp \$150.00



Super Lightweight Jersey \$140.00



Brevet Jersey \$135.00 rrp \$195.00

SEE ALL JERSEYS +



Rapha. TRAVEL

RANGE

Please select...

DESTINATION

All destinations...

DIFFICULTY

All difficulties...

REFI



Mondial Magazine - \$20.00

Size / Style

Please select...

Quantity

-

ADD TO BASKET

Featuring incisive writing and stunning photography, Mondial magazine is the ultimate idea of what road cycling is and what sport can be.

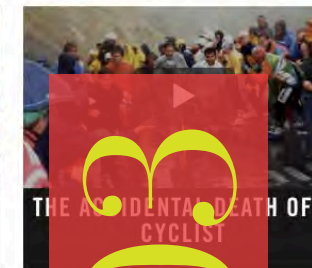
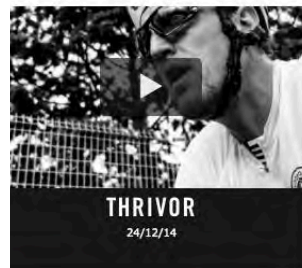


Home > Films

FILMS

Ride films & other shorts

EDITOR'S PICKS



INSIGHTS

Love is... A two way street

- *In this new era of engagement, the brands don't solely own and drive the relationship. It should be reciprocal and organic*
- *Conversely, despite current thinking, consumers are not ideally suited to solely drive the relationship. They don't really know what they want*
- *Play to each others strengths*

