

In a joint campaign, Hövding and Stutterheim are highlighting safety and how important it is to be visible on dark roads.

Nov 07, 2019 08:14 GMT

Hövding and Stutterheim collaborate for safer cycling on dark roads

When autumn comes, bringing rain and darkness, the risk of cycling accidents increases. With the right equipment, clothes and head protection, it's possible to cycle safely all year round. In a joint campaign, Hövding and Stutterheim are highlighting safety and how important it is to be visible on dark roads.

The two Swedish companies Hövding and Stutterheim are entering into a collaboration and launching a joint campaign to highlight visibility and good head protection when cycling in the dark in autumn and winter. Hövding is the world's safest head protection for cyclists and Stutterheim's new collection of rain jackets shines with reflective and neon materials. Hövding also has a shell of reflective material.

“Visibility is important when cycling and we see this as an exciting collaboration in which two Scandinavian design and quality products can work together to highlight safety and attract a great deal of attention”, says the Hövding Head of Marketing Anna Katarina Skogh.

The newly-developed Hövding 3 was launched in September. It's equipped with Bluetooth and can be connected to a smartphone and app which provides information including a summary of how far you've cycled and cycling data that can give an overview of where accidents frequently occur, where a lot of people are cycling and where the cycling infrastructure needs to be developed. The smart connection also has an ICE function (In Case of Emergency) which allows the coordinates to be sent to a friend or relative by text message when an accident has occurred.

Stutterheim also focuses on safety in autumn traffic with its new raincoats,

which are equipped with features such as silvery reflective material on the back, sleeves and hood.

“I care about the environment, and I do everything I can to avoid commuting on public transport. For many people with similar ideas, cycling is the perfect solution, and Hövding encourages that possibility. Much like Stutterheim, the aim is to be able to look good whilst staying protected, so I was of course keen to partner with them”, says Stutterheims founder and Creative Director Alexander Stutterheim.

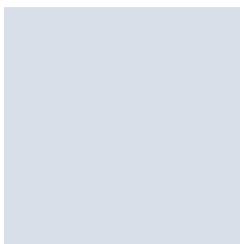
The PROTECTED BY HÖVDING & STUTTERHEIM campaign is being launched on Thursday 7 November. The campaign is photographed in urban environments and in a studio in Stockholm by the photographer Ion Kombokis Lancing. The campaign will be released online and in social media.

<https://hovding.com/stutterheim/>

ABOUT STUTTERHEIM

Stutterheim Raincoats is a Swedish fashion brand in the premium segment founded in 2010 in Stockholm. Since then, the brand's vision has been to create stylish and functional rainwear of the highest quality. All raincoats are handmade from the finest craftsmanship and are characterized by simplicity, functionality and timeless design. Stutterheim is available at more than 1,000 retailers worldwide, including Barneys New York, Dover Street Market, Isetan and Le Bon Marché. Stutterheim can also be purchased at the company's two flagship stores at 136 Åsögatan in Stockholm, and at 232 Mulberry Street in New York City, alongside the official web shop www.stutterheim.com

Contacts



Press contact

Press Contact

press@hovding.com