

Happiness with a Healthy Lifestyle

CYCLING FASHION SHOW





About The Brand

Cyclic is a local athleisure brand that focuses on the customer's comfort and well being. The brand produces clothing with high quality materials, which are comfortable to wear and allows freedom of movement.

Polygon is an Indonesian bike manufacturer and operates manufacturing facilities in various places in Indonesia. This brand emphasizes authenticity, originality, and quality



CYCLIC



Polygon





Event

Date

Saturday 14 May 2022

Time

08.00-12.00 WIB

Duration

4 hours

Location

Kawasan Gelora Bung Karno, Jakarta

First ever cycling fashion show in Indonesia. Happiness With a Healthy Lifestyle is a collaborative event between Cyclic and Polygon that aims to promote a healthy lifestyle through sports such as cycling by displaying our latest collections.





Target market : 20-40 years old who are interested in sport.

Price range : Rp 250.000- Rp 1000.000+

Special Guest : Keshia Nathania, Anastasia Siantar, Titan Tyra, Jovi Adhiguna, Dennis Hadi



Media List

COSMOPOLITAN

ELLE

femina



USS
FEED

E

detikcom

IDN TIMES

NET.
INDONESIA

BVXVI

@theindonesian

GADIS

HN/
HERWORLD

The Jakarta Post

TEMPO.CO



KOMPAS

NYLON

METRO TV

ONEZONE.COM
INDONESIA

MEDIA
INDONESIA

PISINA

JAKARTAGIORF

VOGUE

Forbes

marie claire

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FIMELA



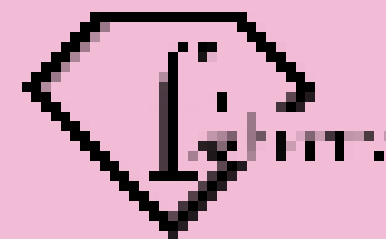
Womantalk

GRAZIA

HighEnd

W/D.
FW

POPBELA



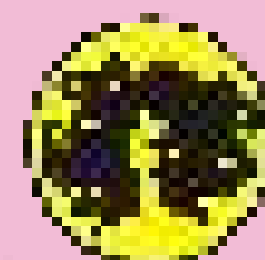
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KINFOLK

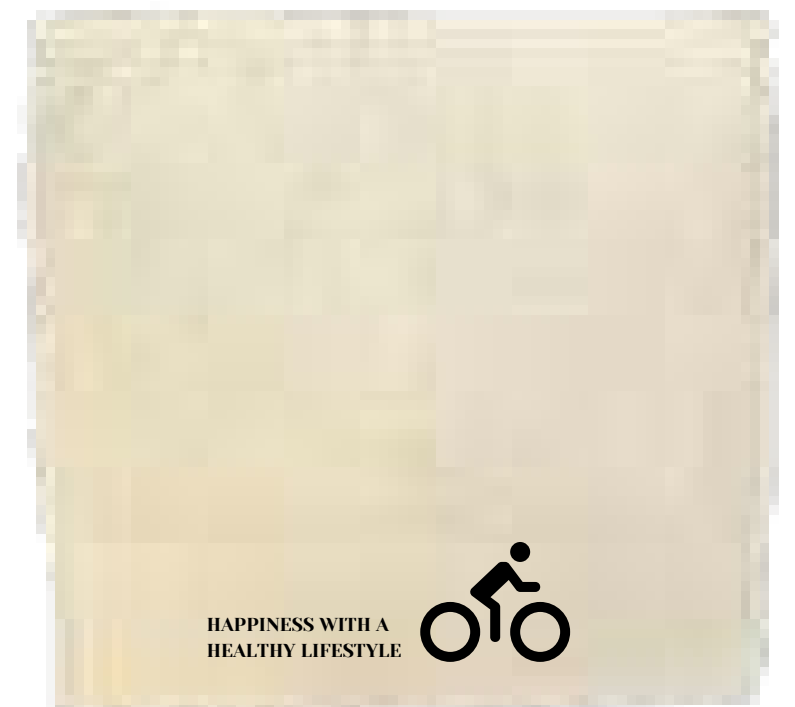
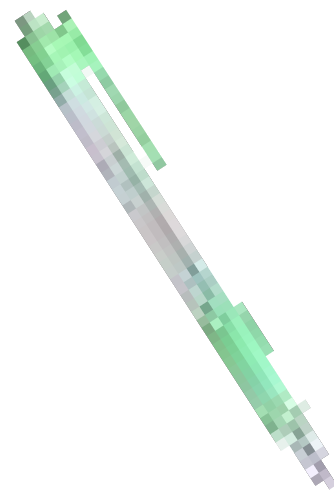
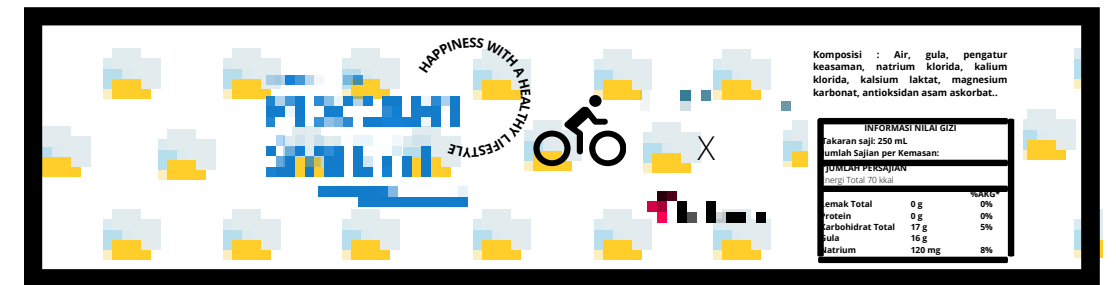
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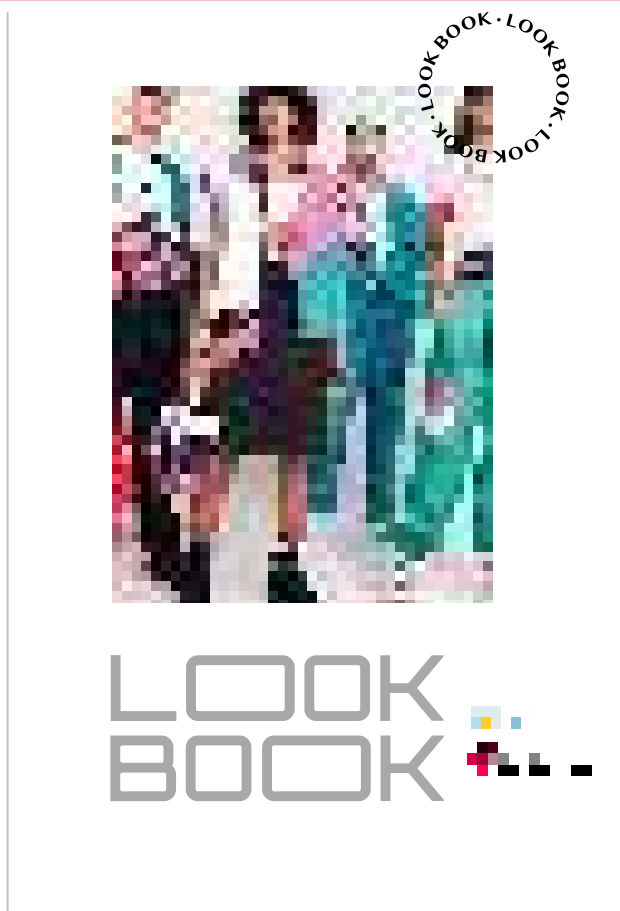
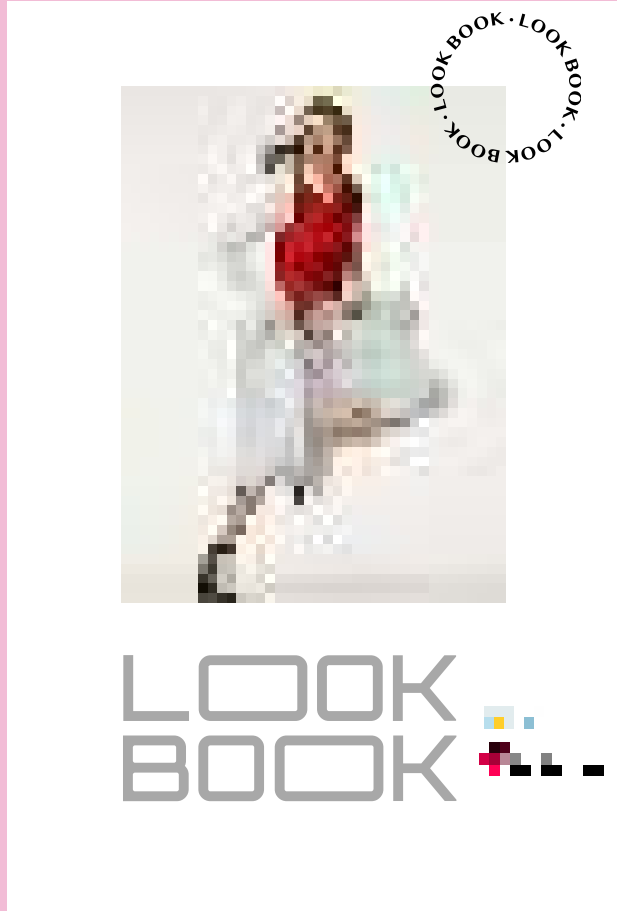
suara.com



PULSA

Press Kit (media)





PRESS RELEASE

"HAPPINESS WITH A HEALTHY LIFESTYLE" CYCLING FASHION SHOW

Collaboration Between

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Cyclic is a local athleisure brand that focuses on the customer's comfort and well being. The brand produces clothing with high quality materials, which are comfortable to wear and allows freedom of movement.

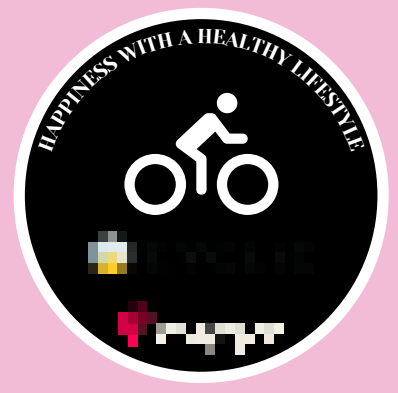
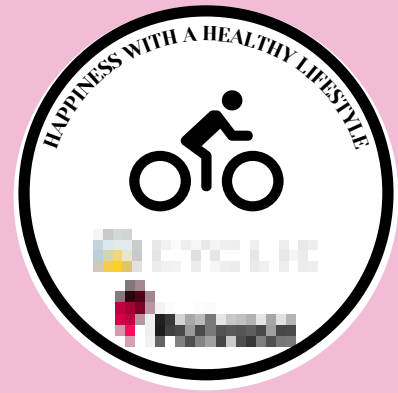
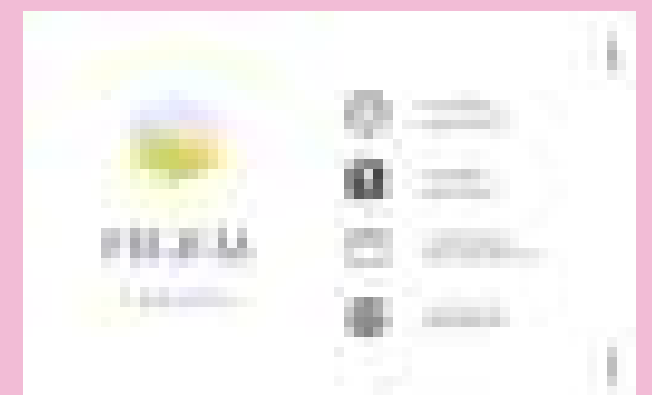
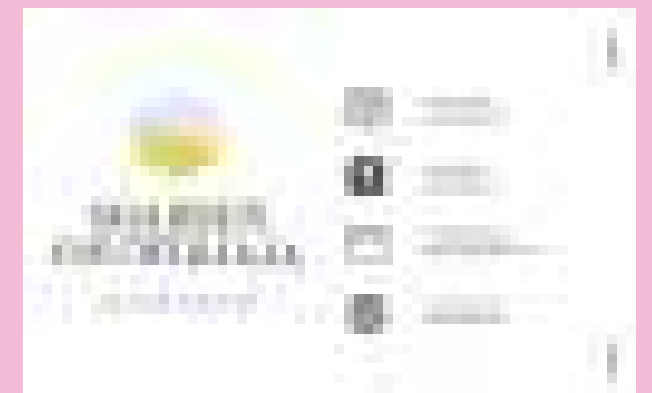
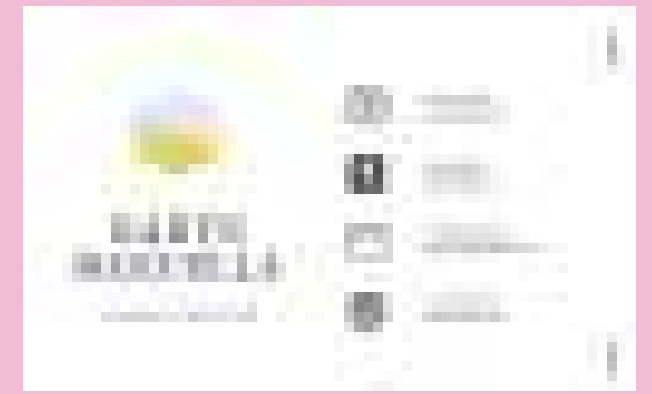
In order to release the Spring/Summer 2022 collection, Cyclic will hold a cycling fashion show on May 14th 2022 at 8 AM in Gelora Bung Karno, Jakarta in collaboration with Polygon which is an Indonesian bike manufacturer and operates manufacturing facilities in various places in Indonesia. This brand emphasizes authenticity, originality, and quality.

Inspired from Milan Fashion week 2018, we decided to hold the first ever Cycling Fashion Show in Indonesia in hopes that we can promote a healthy lifestyle through sports such as cycling by displaying our latest collection.

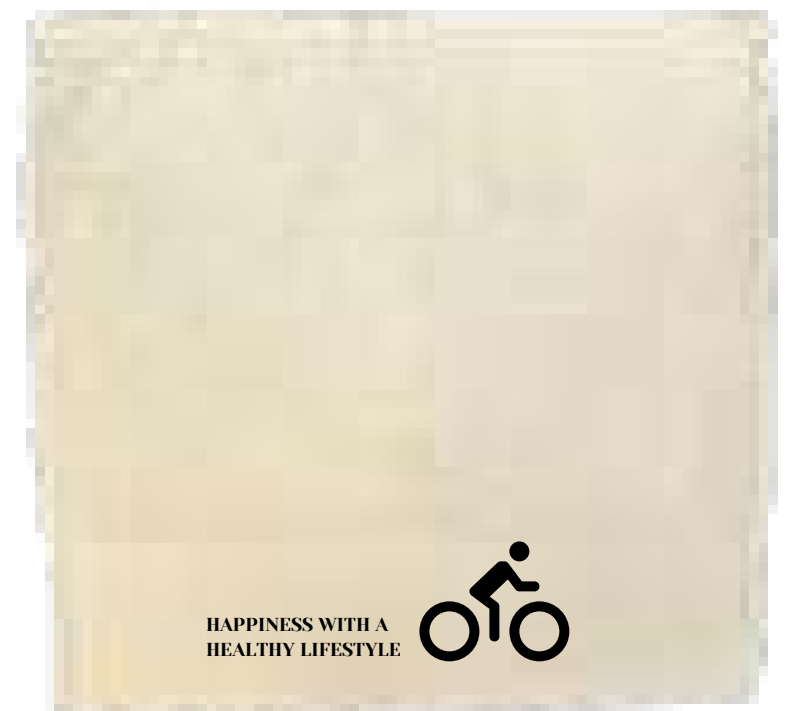
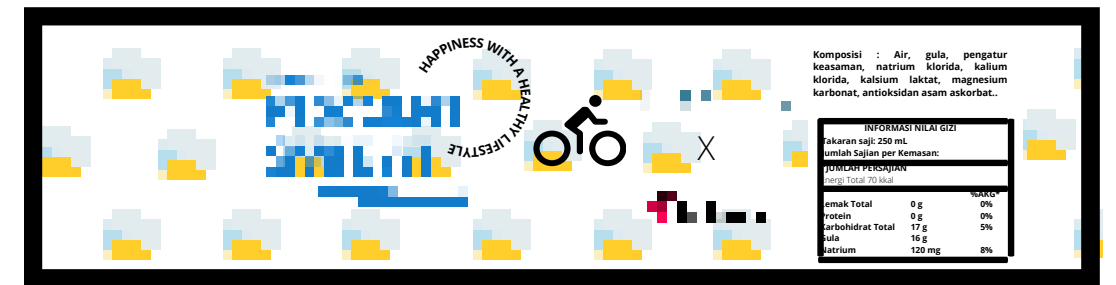
Come and join with us!! With our 10 different looks, we will definitely bring you a positive vibe and give you a fashion show with a one of a kind sensation.

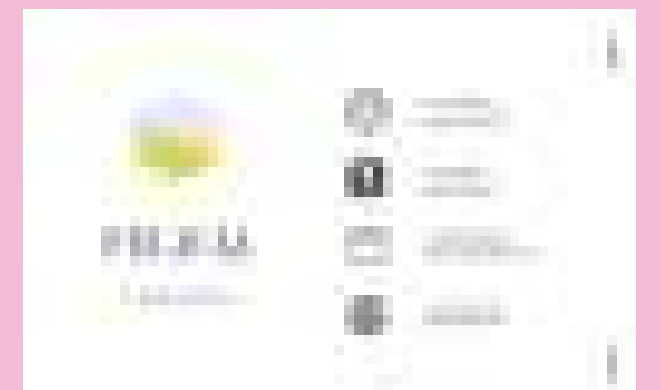
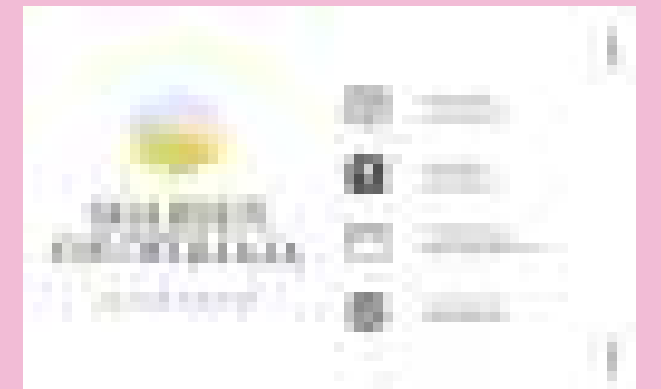
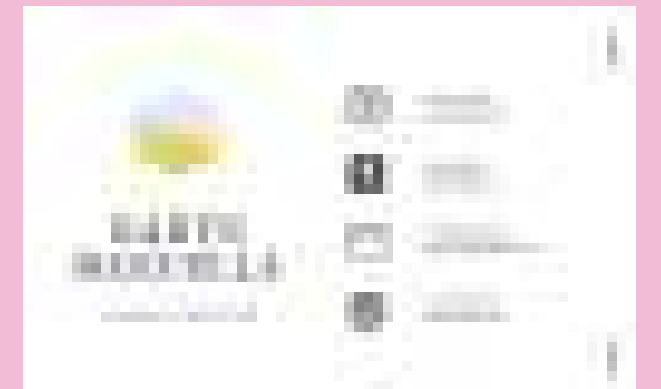
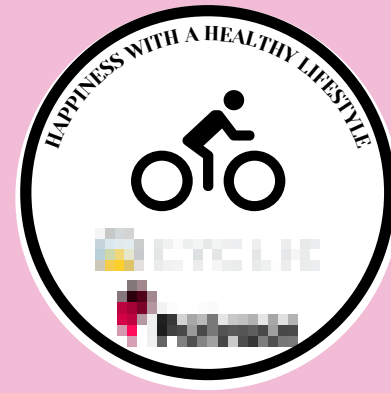
For further information, contact cyclic@gmail.com

www.cyclic.com



Press Kit (VIP guest)





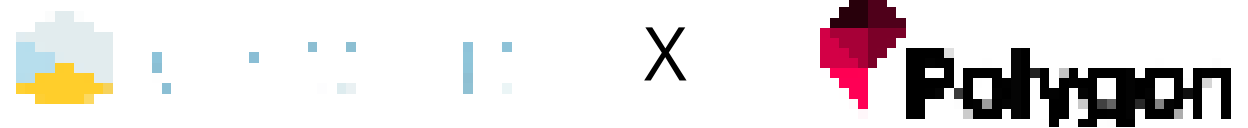
Budget

Expenditure Method	Rp	Amount	Total
total	Rp22.000	10	Rp220.000
utility	Rp15.000	10	Rp150.000
rent	Rp2.000	20	Rp40.000
total	Rp17.000	20	Rp340.000
transport	Rp12.000	10	Rp120.000
insurance	Rp50.000	10	Rp500.000
miscellaneous	Rp1.000	20	Rp20.000
total	Rp63.000	20	Rp1.260.000
total	Rp150	20	Rp3.000.000
Total :			Rp6.134.000
Expenditure Method	Rp	Amount	Total
total	Rp20.000	1	Rp200.000
utility	Rp15.000	5	Rp750.000
rent	Rp20.000	5	Rp1000.000
transport	Rp100.000	5	Rp5000.000
miscellaneous	Rp10.000	1	Rp100.000
total	Rp150.000	5	Rp750.000
total	Rp150	10	Rp1.500.000
insurance	Rp50.000	5	Rp2500.000
Total :			Rp1.200.000
Grand Total :			Rp7.334.000

PRESS RELEASE

"HAPPINESS WITH A HEALTHY LIFESTYLE" CYCLING FASHION SHOW

Collaboration Between



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HAPPINESS WITH A HEALTHY LIFESTYLE

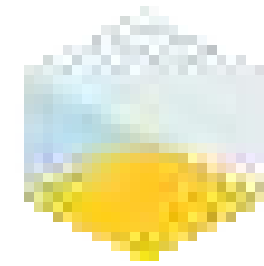


Polycron



**Stay Happy
Stay Healthy**

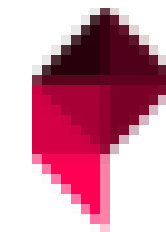
- CYCLIC -



CYCLIC

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In Collaboration With



Polygon

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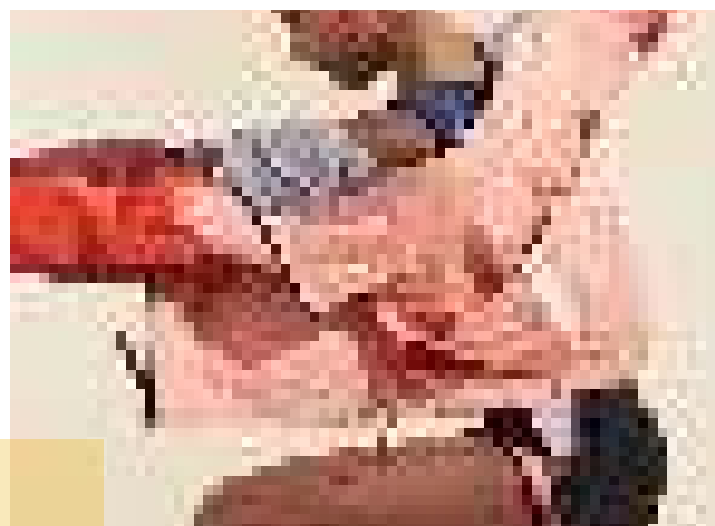
**Happiness with A Happy Lifestyle
Cycling Fashion Show**

First ever cycling fashion show in Indonesia.

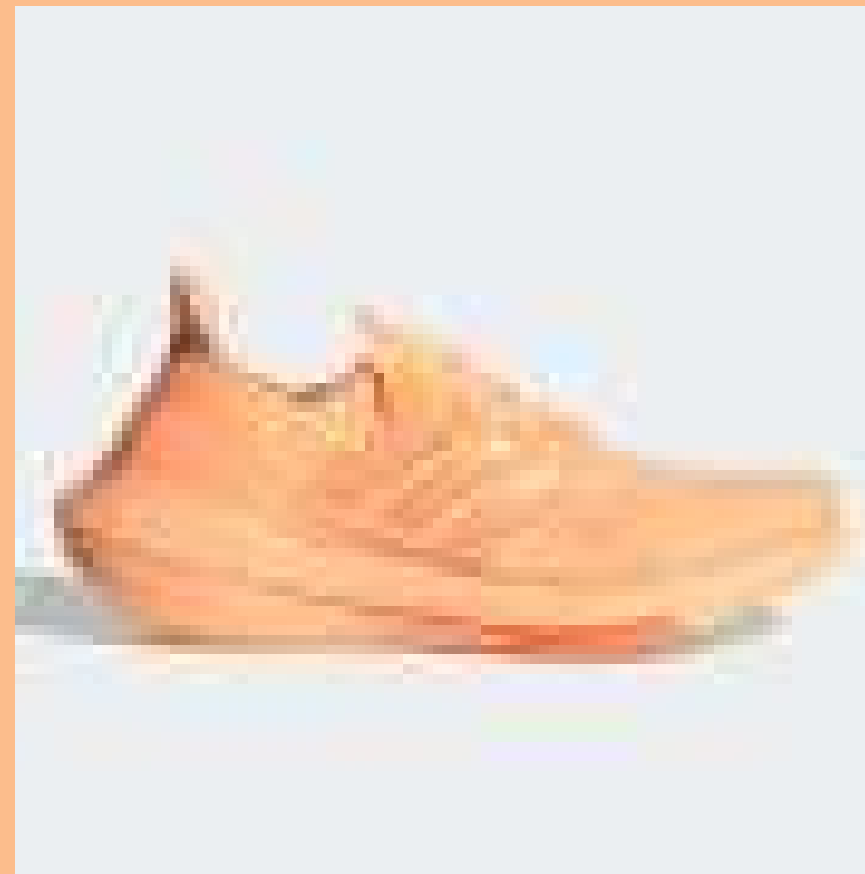
Sonic Boom Jacket



Inspired by street style du jour, the Sonic Boom Jacket blends performance minded style with a fashion-forward stance.

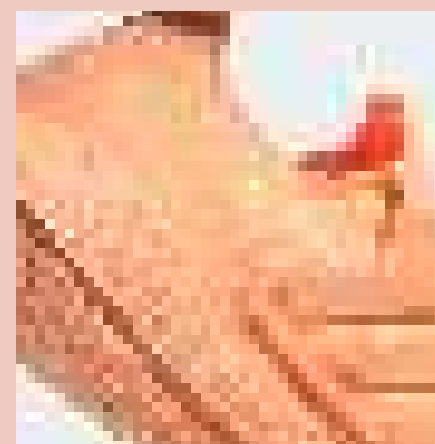


Rp. 2.290.000,00



Zig Kinetica

A shoe that is all about incredible energy return and ready to explore with energy in every step.



Rp. 3.299.000,00



Sonic Track Pants

Get a running start to your day with these track pants designed with neon color blocking. Pair them with the brand's matching jacket to create a fresh look.

Rp. 1.390.000,00



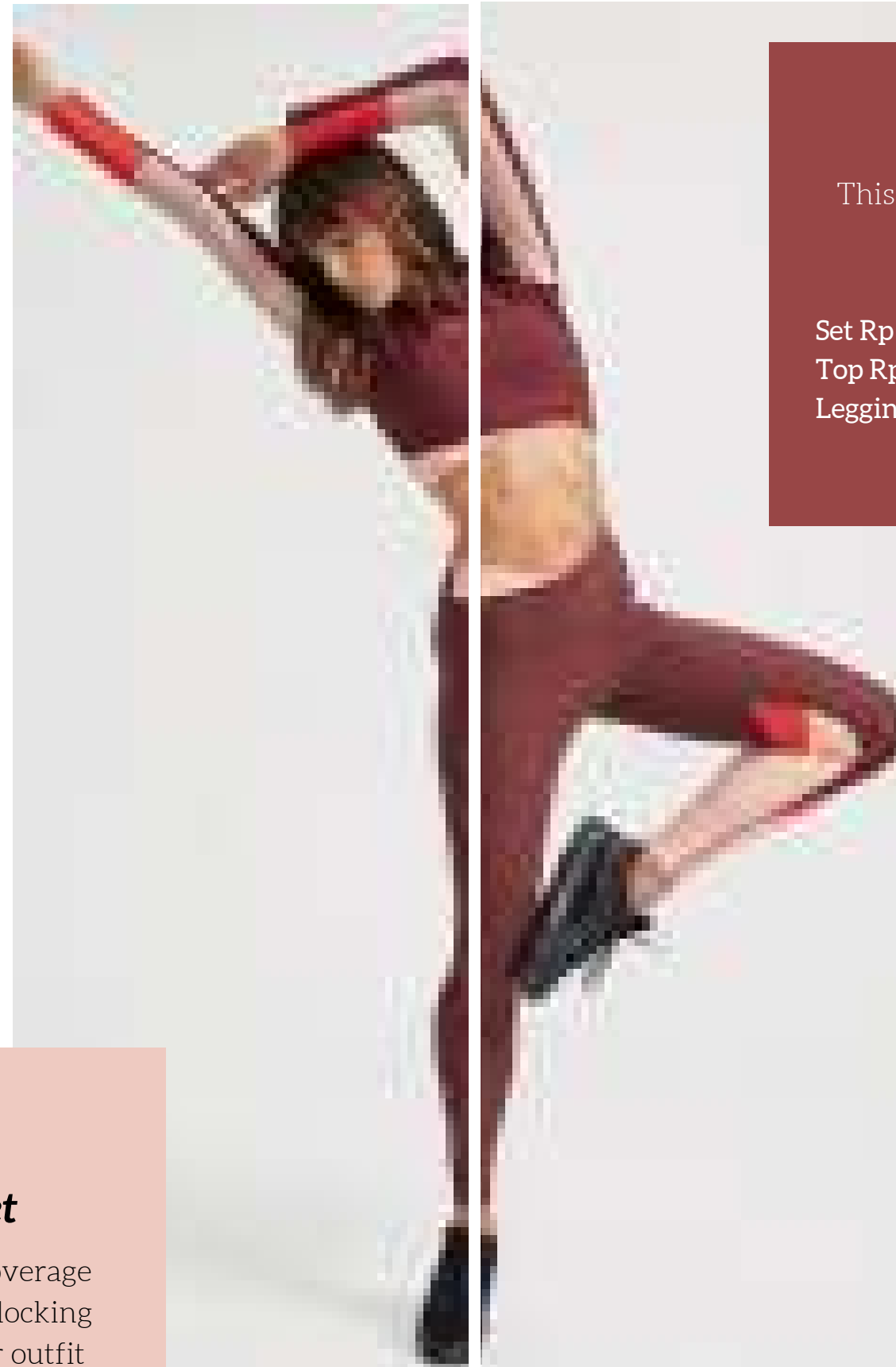
Westbrook Tee

Be bold and make a statement in the Westbrook Tee. Featuring colorful prints and branding you'll stand out from the crowd

Rp. 899.000,00

Point Forward Set

This set offering more coverage and support with color blocking to add a fun touch to your outfit



This set can be sold separately

Set Rp 2.799.000,00
Top Rp. 1.299.000,00
Leggings Rp. 1.739.000,00





Centre Target Set

Just because the weather isn't so bright doesn't mean your outfit has to match. Centre Target Set is a relaxed fit layer to add on top of your active wear. Be ready for any adventure in any weather.

Set Rp 3.899.000,00

Top Rp. 2.699.000,00

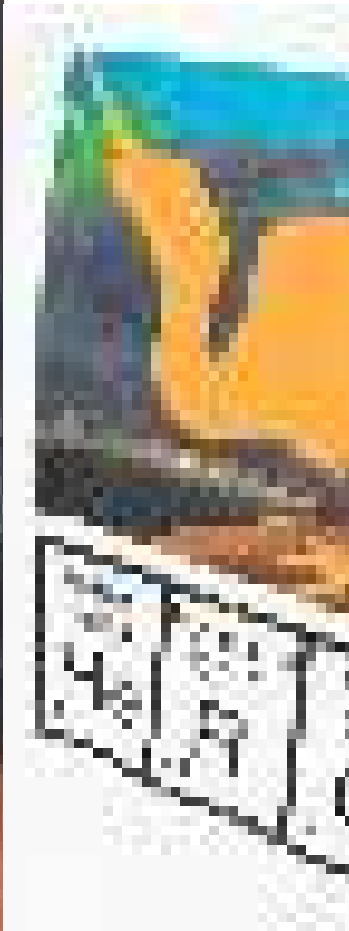
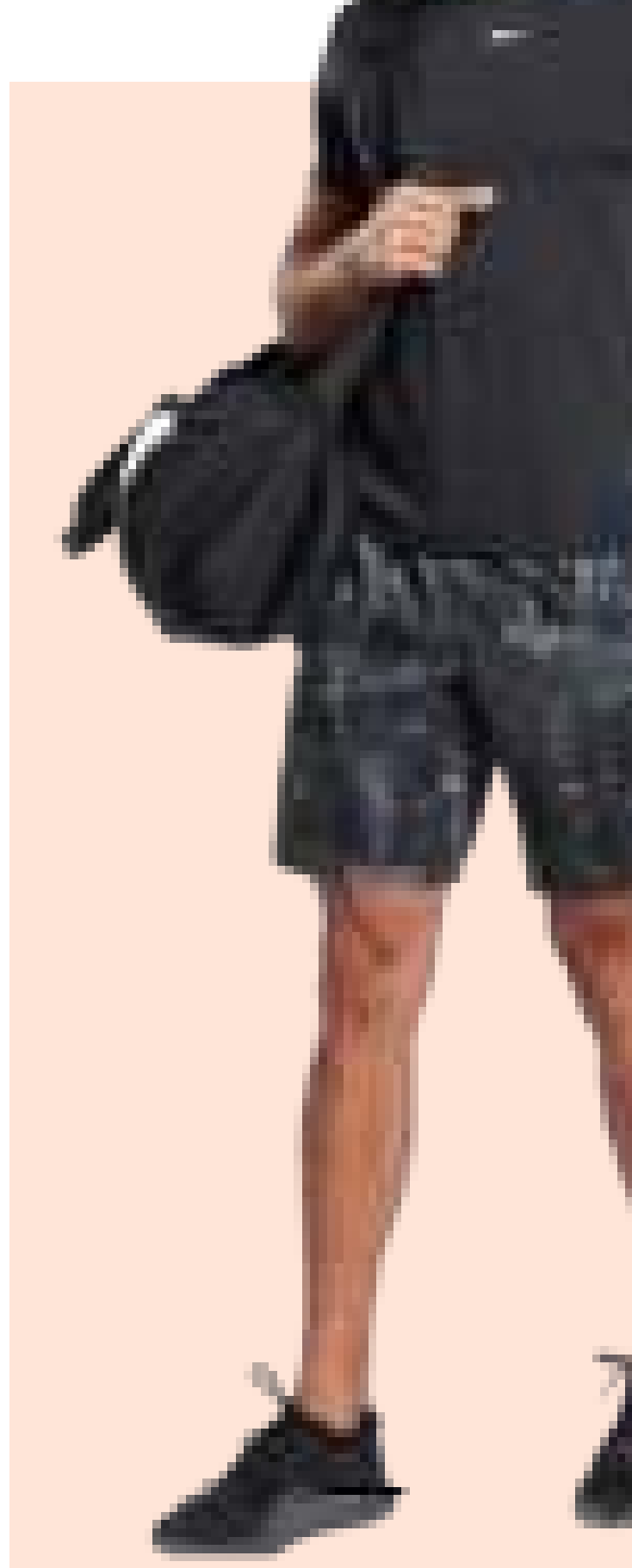
Leggings Rp. 1.599.000,00

Epic Lightweight Shorts



Rp. 499.000,00

Training shorts are made of lightweight woven fabric with Speedwick technology to help you stay dry. The waistband has a dual-elastic construction that keeps the fit secure and won't get in your way.



Heron Sweatshirt

Comfortable crewneck sweatshirt in white with orange heron print at front, Heron logo at front, and white logo embroidered at sleeves.

Rp. 1.249.000,00

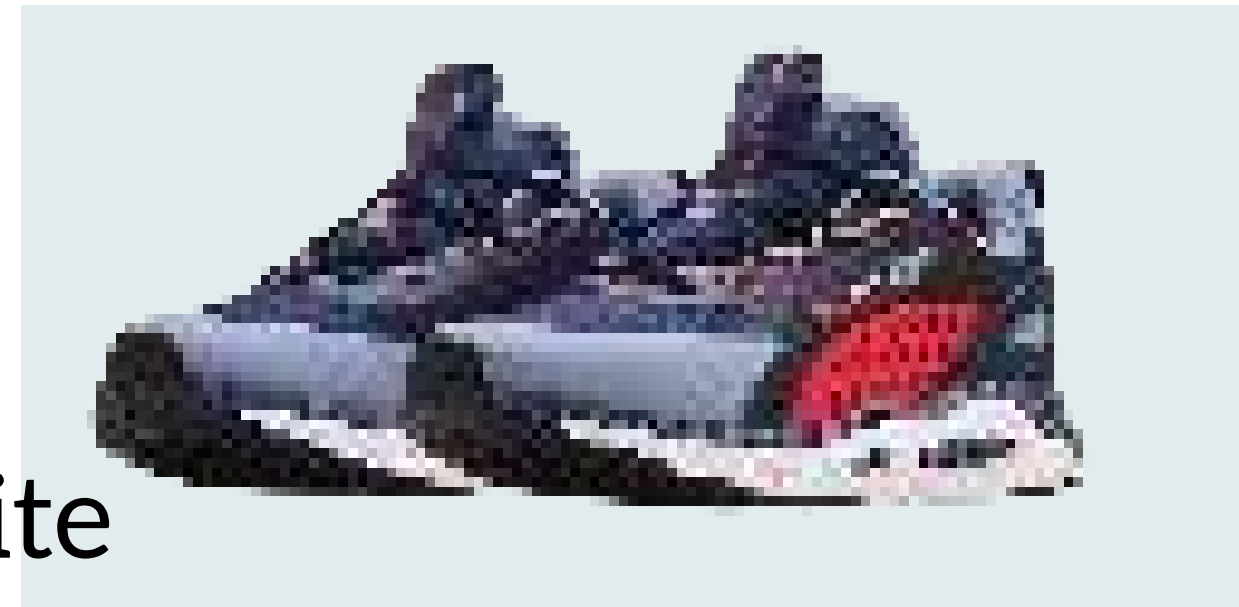


A standout athleisure choice, this long raglan-sleeve jacket features regular fit shaping and bold color blocking.



Colorblocked Windrunner

Rp. 2.599.000,00

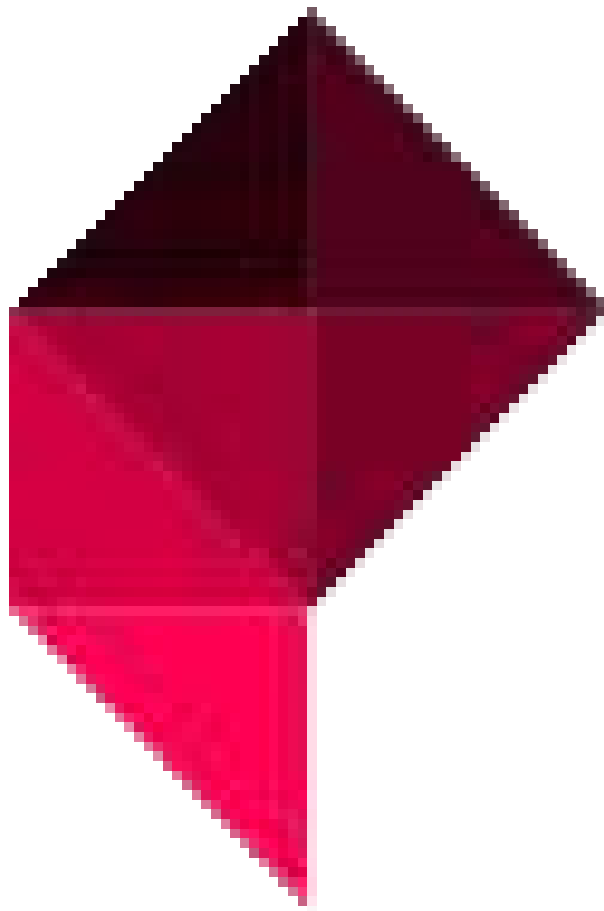


Infinite Summit 2

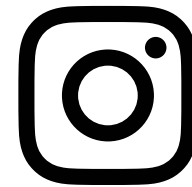
You know details make the difference. From the unique, split-lace design to the durable overlays and responsive cushioning, you're going to find yourself picking these shoes over and over again.

Rp. 1.700.000,00





Find Us At :



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@polygonbikesid



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Cyclic@gmail.com
Info@polygonbikes.com



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