

Day Glow Doris: The ideal gift for the fashion conscious cyclist

Friday 31 October, 2014

Day Glow Doris, retro-inspired cycle wear for women, and now children, is the perfect gift for the stylish urban cyclist who wants to avoid unforgiving hi vis lycra but wants to stay safe.

Based in Edinburgh and started by keen cyclist Lorna McCulloch in 2013, Day Glow Doris is a relative newcomer to the (tiny) world of pretty cycling clothes for women.

All items are designed in the UK and are inspired by classic retro shapes such as feminine and flattering swing jackets. The coats are then finished with cute floral trim and reflective buttons. All items are made at a small co-operative factory in Kettering and even the trims are made in the UK.

Aimed at the urban female cyclist aged 25-45, who feels safer on the roads with a helmet and reflective/hi vis clothing but who doesn't want to wear lycra, the jackets are designed to be pretty, fun and functional: machine washable, plenty of reflective fabric, and roomy enough to accommodate bulky layers underneath.

The jackets are available in a range of colours and sizes from size 6 to size 20 and are priced at £49.

Day Glow Doris recently introduced a kids' range too. Kids' jackets start at age 3 and go up to age 8 and are priced at £20. All products are available from the Day Glow Doris website www.dayglowdoris.co.uk

Lorna McCulloch, founder: "I started Day Glow Doris because I wanted to wear hi vis clothing on the road to reduce the chances of getting hit by a bus. But I dreaded looking like I was either entering the Tour de France or going to work on a construction site. I couldn't find anything I liked, so I decided to make something for myself and the business grew from there."

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Notes for Editors:

Day Glow Doris would love to offer you a jacket to review or feature in a gift spread. Please get in touch for further details.

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