

Touring shorts, brights make bikewear popular

By Paul Morin
Staff Reporter

Every sport has its own uniform. The cycling uniform exhibits the same trend that running sweats and basketball shoes did — cycling gear has become popular.

Kris Sonderup, owner of Cycle Works at 27th and Vine streets, said more and more people like bikewear now — for things other than cycling.

Because bikewear is functional, Sonderup said, it has become "a look." Cycling itself has become more popular in the past two years, he said. This has carried over to the popularity of bikewear.

People who aren't serious about biking like touring shorts, he said. The shorts are made of stretch fabric and have padded crotches. Unlike the traditional black lycra shorts, called "skin shorts," that serious bikers wear, touring shorts have pockets and come in many colors. They cost between \$30 and \$40. The basic lycra shorts start at about \$20.

Debra Barry, manager of Freewheelin' Bike Shop, 427 S. 13th St. and 208 N. 66th St., also said the biking look keeps getting more popular, especially with high school and college students. For people just getting into bikewear, lycra shorts are the most popular thing, Barry said. More serious bikers buy jerseys, helmets and shoes, she said.

Sonderup said the jersey is becoming popular in daring colors, such as purple and hot pink. A jersey with pockets in the back and perhaps vented side panels might cost between \$13 and \$26.

Men like the hot pink, Sonderup said. "We're starting to see more guys wearing fashionable stuff."

But looking good isn't everything. Part of bikewear's popularity is it simply makes riding easier, Sonderup said.

"It's not just the look," he said. "It makes riding more comfortable."

The comfort comes from things like the shorts' padded crotches, lack of seams and angled construction to form to riding position, he said.



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