

COOL ITEMS FOR CONCEPT STORES



TRIUMPH & DISASTER

GROOMING STASH BOX

In the past three years, global growth of 70% has been reported within the men's grooming business. New Zealand-based startup **Triumph and Disaster** is capitalizing on this trend. The brand name is inspired by a line from a Rudyard Kipling poem that suggests a real man "can meet with Triumph & Disaster and treat those two imposters just the same". T&D products are impeccably designed with reference to olde worlde tropes of masculinity: for example, their Stash Box is inspired by an old apothecary set. The smart package contains a tube of Old Fashioned Shave Cream, a genuine Badger Hair Shave brush, and Rock & Roll Suicide Face Scrub as well as Gameface Moisturizer for flawless skin. When empty, the high quality box can be used to keep "dice, maps and knives", as the founders suggest – or indeed anything a man may find useful. The stash box retails at 134 EUR.

www.triumphanddisaster.com



FREESTEP BIKE MEETS STEPPER

London-based company **Freestep** reduces carbon footprints and promotes well-being with its fun hybrid bike. In lieu of classic pedals, it has energy-efficient stepping platforms; instead of sitting and spinning, the rider stands upright and steps repeatedly on each side, as if using a stepper. This way s/he can accelerate gracefully at a safer speed with minimal effort. The stepping boards can be adjusted to fit individual requirements, and customers can choose bespoke options such as color, finishes, artwork or patterns, as well as accessories such as bag brackets, baskets, water bottle/phone holders, etc. Freestep also creates special editions for retailers and brands: their recent collaborations were with **Selfridges, Nike, Porsche** and **Syck Talent**. Every collaboration bears the retailer's name, but Freestep takes responsibility for the servicing of the bikes, so the relationship is mutually beneficial. Prices start at 2,900 EUR and go up to 7,550 EUR for the luxury edition. A kids' model is in the pipeline.

www.simplegeniusfreestep.com



SNEAKER LAB

DELUXE KIT FOR SNEAKER NERDS

Sneaker fetishism has just been taken to a new level. **Sneaker Lab** is a South African label launched in 2012 by committed ecologists fascinated by minimalist urban culture. It caters to people who really, really care about their sneakers. The **Deluxe Kit** combines five products in a 100% recyclable premium box: Odor Protector, a non-toxic spray neutralizing foot bacteria; Leather Care, a cleaning water-based cream; Sneaker Cleaner, Sneaker Protector (a product that creates a film protecting shoes from dirt and stains), and a Premium brush made from bamboo with sturdy bristles that effectively removes stubborn marks. No soap, no chemicals: Sneaker Lab's products only use probacterial technologies. The brand's other offers include Sneaker Wipes and special edition products created in collaboration with brands that combine a streetwear attitude with luxury attention to detail, such as **Denham**.

www.sneakerlab.com