Nimbl and Nike Introduce Limited-Edition Apparel and Footwear Collection

Barcelona, Spain — As the cycling world turns its eyes to Barcelona for the start of the Tour de France, Nimbl and Nike are proud to announce Étoile, a joint capsule collection of limited-edition cycling footwear and apparel. Uniting two brands with a shared commitment to serving athletes and advancing performance, the collection was officially unveiled yesterday at Velodrom Barcelona in collaboration with Team Visma | Lease a Bike.

This partnership marks Nimbl and Nike's first collaborative move beyond footwear. Since 2023, Nimbl has supplied Team Visma | Lease a Bike with elite race shoes. As of 2025 on-bike kits were added, while Nike has outfitted riders and staff with premium off-bike apparel. The announcement builds on the momentum of the Giro d'Italia, where the two brands released a highly coveted, limited-edition cycling shoe honoring Jonas Vingegaard's historic achievement of winning all three Grand Tours.

The **Nimbl × Nike Étoile Collection** marries elite Italian craftsmanship with Nike's long-standing approach to innovation and athlete-informed design. Nimbl draws on its legacy of handcrafting precision cycling gear in Italy — trusted by World Champions to deliver power without compromise. Nike brings decades of experience serving athletes and advancing performance through innovation.

This partnership is uniquely enabled by the strength of the broader cycling ecosystem. As part of Pon.Bike — one of the largest family of bike brands in the world — Nimbl sits alongside Lease a Bike and the elite bikes of Cervélo ridden by Team Visma | Lease a Bike.

"*This partnership was born from a shared conviction: in racing, obsessive attention to detail is everything. Nimbl brings elite, handcrafted cycling precision, while Nike delivers unparalleled mastery in advanced materials and athletic innovation. Together, we aren't just launching a product—we are writing a new chapter for the sport of cycling*," says **Poppo Hofsteenge**, who leads the Nimbl and Nike collaboration for Pon.Bike.

Kieran Ronan, Nike's lead for the collaboration, adds: "*At Nike, our focus is on serving athletes and pushing what's possible through innovation. Partnering with Nimbl brings together a shared obsession with performance and opens new opportunities to shape the future of cycling.*"

The limited-edition Nimbl x Nike apparel and footwear collection will be available to athletes globally starting Thursday, July 2, through a select network of independent bicycle dealers and exclusively online at nimbl.cc.

About Nimbl. Nimbl è un brand di ciclismo ad alte prestazioni, impegnato nel mantenere i più alti standard qualitativi, preservando l'artigianalità italiana e guidando l'innovazione. Conosciuto per le sue scarpe artigianali indossate dagli atleti del WorldTour, Nimbl aiuta i ciclisti a ottimizzare la trasmissione di potenza senza compromettere comfort e stile. Con l'espansione nell'abbigliamento, Nimbl continua a servire chi cerca l'eccellenza — offrendo un sistema costruito per elevare la performance, watt dopo watt.

About Pon.Bike. Pon.Bike is one of the largest bicycle companies in the world and part of Pon Holdings, the Dutch family-owned mobility group. With a portfolio of more than 20 established brands, it offers bikes for every segment, from road racing and mountain biking to urban and cargo cycling, alongside components, accessories and cycling services such as leasing and subscriptions through Lease a Bike. Its brands include Cervélo, Cannondale, Gazelle, Santa Cruz, Focus, Schwinn, Urban Arrow and Nimbl, among others. The company operates a network of assembly sites across Europe, the Americas and beyond.

About Nike. Based in Beaverton, Oregon, NIKE, Inc. is the world's leading designer, marketer, and distributor of authentic athletic footwear, apparel, equipment, and accessories. Driven by a mission to bring inspiration and innovation to every athlete in the world, Nike remains at the forefront of global sports culture. For more information, visit about.nike.com.