

Passion for Fashion



Twin Six's popular argyle jersey was featured in Outside Magazine's May 2006 Buyer's Guide issue

"As a designer, you always look at things – all things – and think about how you would have done them. I am always thinking, and then rethinking about how something should look, or function, or what it should communicate, and why. At races or when I would ride with large groups, I would take note of what people were wearing. Truth be told, there were not many options. I slowly began to realize that the cycling apparel market – as it related to fashion – was not evolving much from year to year. As a designer, I recognized an opportunity to do something different. A little over four years ago, I began to start thinking more seriously about putting a plan together to design and develop an alternative to everything else." -Brent Gale, Twin Six co-founder

Brent Gale and Ryan Carlson are two graphic designers, as their website bio describes, "with over 20 years of award-winning experience in print, apparel, packaging and interactive design" and a passion for cycling to boot. "We've logged thousands of miles in the saddle on both dirt and asphalt. And although neither one of us have technically 'won' a race, we're friends with a lot of guys and gals who have." Their company is Minneapolis-based Twin Six, "the graphic revolution in cycling apparel," with a motto we can all relate to: "It's bad enough that it's skintight. We think it should look as good as possible." Brent and Ryan answer our questions:

What makes your cycling apparel "alternative"?

The design. The design of graphics, the cut of the jerseys, the printing of the t-shirts – it all comes down to design. It's "alternative" in the sense that it's different – as it relates to what is currently on the market. Our jerseys are extremely functional and well-made garments that incorporate classic sensibilities and graphic trends, which results in something you won't be embarrassed to wear while waiting for your crew to show up at the local coffee shop. Our t-shirts are cycling-inspired, not wearable advertisements. They are high-end super-soft cotton, cut perfectly, and printed with a method that doesn't leave a crusty hard graphic on your chest. They allow you to say, "I'm into riding" without screaming brand names. And then there are the graphics, but those kind of speak for themselves.

Describe the look of Twin Six designs

Classic, but on-trend. Timeless, but current. Fashionable, and damn good-looking.

How do you come up with the designs for Twin Six apparel?

The process involves many steps, few of which can be revealed to the general public. We can tell you that our design process involves a 30-day fast, finger-painting and reciting lines from "Dances with Wolves." Other than that, we can't really get into details. We can also tell you that we are both nationally award-winning graphic and apparel designers, and that we hash out all final designs together in a padded and windowless room while listening to Tool.

What is your target market?

We think our target market is anyone who is into cycling, and wants to look good on and off the bike. We do not cater to any one particular group of riders more than another. With the jerseys, we've done a great job of creating a fit that is wearable for whatever kind of riding you're into. With the t-shirts, we provide casual lifestyle apparel for hanging out after the race, or after work.

Learn more about Twin Six at www.twinsix.com