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Brent Gale, left, and Ryan Carlson are sporting jerseys that are part of the clothing line the pair created for cyclists who don't want to "look like a dork."

SPOKES MEN

- Forget the Tour de France "human billboard" look. Brent Gale and Ryan Carlson take their inspiration for Twin Six bikewear from fashion magazines.

By ALLIE SHAH • ashah@startribune.com

While other hard-core cyclists read bike magazines, Brent Gale paws through fashion magazines. That's how he comes up with ideas for his budding business — creating stylish jerseys, T-shirts, baseball caps, socks and other bike gear that go beyond the "human billboard" look.

"We take cues from apparel," explained Gale, a Minneapolis graphic designer who started the Twin Six line last year along with his friend Ryan Carlson. "So instead of just taking a beer bottle and turning it into a jersey, we take inspiration from motorcycle jackets or ski sweaters."

From an argyle-pattern men's jersey with pale blue, white and charcoal gray diamonds on the front and the number "6" on the short

sleeves to a woman's houndstooth jersey with a pink skull on the back called "the Betty," the styles are designed for the cyclist who's more than a weekend warrior but who doesn't want to show up at the coffee shop before a ride "looking like a dork," Gale said.

The Twin Cities ranks among the top cycling towns in the country, a place where many commute to work and school on two wheels and bike year-round.

Gale and Carlson, who also is a cyclist and a graphic designer, met at a small design firm in Minneapolis several years ago. Gale didn't like the kind of bike jerseys out there at the time, so he began dreaming up an alternative line that was heavy on graphics and with fashion-forward colors and patterns.

Twin Six continues: Where you can find their gear. E4 ►



Photos provided by Twin Six

Some of the brand's most popular styles include, from left: The Betty women's jersey and the Motor and Argyle jerseys, both for men. Each costs \$70.

