

QUOC

A premium, British cycling brand.

QUOC launches a brand new cycling and lifestyle shoe collection, inspired by forest mushrooms



QUOC has launched the **Lalashan Collection**, a range of brand new products inspired by a ride to the nature-rich forests and adventure trails in Northern Taiwan's Lalashan Mountain Range and the abundant mushrooms discovered there. The collection features fungi-derived pastel colours in the form of dusty pink and amber models, as well as organic patterns in the detailing such as the breathable air holes of the shoe.

In addition to forming the aesthetic inspiration behind the range, nature pervades every aspect of the collection. The philosophy underpinning the collection was to introduce a selection of terrain-adapted shoes that each facilitate a continuous return to the great outdoors.

The launch introduces four brand new models to the QUOC range. The **Escape Road** and **Escape Off-Road** shoes make up a newly-developed product line, built for riders who stop at nothing in their pursuit of adventure. They share two main properties in common: an end to worrying about scuffs and scratches, and an accessible price tag with zero compromises on quality. Also launching this week is the **Gran Tourer XC**, a high performance cross country adaptation of the brand's best selling Gran Tourer range, featuring a carbon composite midsole, integrated TPU tread and dual dial closure. The collection is completed with the **Lala Slide**, QUOC's first entry into lifestyle-led athleisure, featuring premium microfibre straps, a lightweight, regenerative footbed and a grippy sole.

Lalashan Collection Products

Gran Tourer XC

The Gran Tourer XC is the ultimate, off-road adventure shoe. Culminating four years of experience and modifications since the release of the original Gran Tourer Gravel Shoe, the new cross country model delivers flawless performance and incomparable comfort on the bike. The dual dial upgrade makes for an entirely hotspot free experience, delivering next-level custom tailoring and micro-accurate precision.

Specifications

- QUOC Technology Dual Dial closure system for fitted precision
- Stiff carbon composite outsole encaged in a TPU tread
- Replaceable toe spike for excellent grip
- Abrasion-resistant microfibre
- Rubber toe cap protection
- Three arch inserts for custom-like fit
- Weight: 342g (EU43)

MSRP: £240 GBP | \$310 USD | €275 EUR



Lalashan Collection Products

Escape Road

Escape Road is designed for the thrill-seeking road rider whose adventures aren't always along a perfectly paved path. With its carbon composite outsole that optimally balances stiffness and comfort, this ultra-distance road shoe is not sensitive to the odd section of unpredictable terrain. The lightweight, streamlined silhouette is primed for miles of exploration, while malleable heel padding and a foot-hugging fit delivers the all-day comfort needed for leaving no road undiscovered.

Specifications

- QUOC Technology single dial closure system for micro-adjustable support
- Carbon composite outsole balancing stiffness and comfort
- Durable, easy-to-clean PU upper
- Organically structured ventilation air holes for breathability
- Replaceable Heel Pad
- Weight: 262g (EU43)

MSRP: £150 GBP | \$200 USD | €185 EUR



Lalashan Collection Products

Escape Off-Road

Bringing a new look to mountain bike shoes, Escape Off-Road merges die-hard, trail-riding durability with a streamlined, elegant aesthetic. With a glass fibre-reinforced Nylon outsole that delivers optimal stiffness and power on the downward stroke, the shoe prioritizes speed and rider comfort whether for gravel grinding, cross-country mountain biking or hitting the local trails. Perfectly weighted for strength and performance, the reinforced toe cap guard and resilient, easy-to-clean upper are protective against impact and abrasion.

Specifications

- QUOC Technology Single Dial closure system
- Glass fibre/Nylon composite outsole with TPU tread
- Spike sockets for optional attachments
- Resilient, easy-to-clean PU upper
- Reinforced toe cap guard
- Weight: 311g (EU43)

MSRP: £150 GBP | \$200 USD | €185 EUR



Lalashan Collection Products

Lala Slide

Lala Slide is a post-ride slip-on that combines casual comfort with minimalist elegance and offers more purpose and utility than your generic flip-flop or shower slide. Providing regenerative support during rest days, the slide features an anatomically-designed footbed, with excellent cushioning and arch shaping. The extra-thick straps utilize QUOC's signature microfibre borrowed from the award-winning Gran Tourers, providing support and comfort with every step. Meanwhile, its innovative aeration footbed design cools the feet, ensuring maximum breathability on long tours.

Specifications

- Anatomically designed footbed
- Grippy, anti-slip outdoor tread
- Durable, quality microfibre
- Extra-thick straps for comfort and support
- Textured aeration footbed allowing maximum airflow and breathability
- Weight: 150g (EU43)

MSRP: £39 GBP | \$50 USD | €45 EUR



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Availability

All models are **available from April 12 2023** in sizes EU38–EU47.

About QUOC

Founded in 2009, QUOC is an independent, British cycling brand creating elevated riding experiences on and off the bike. With a 14-year history designing high-performance, comfort-driven shoes, the brand aims to challenge conventional parameters of cycling footwear. Having spent a decade hand-crafting their last, QUOC believe in refining every last millimetre to arrive at a near-personalised fit for each and every rider.

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