

STAY LOVELY



lovell

2019CATALOG
www.lovell.jp

CASQUE Fit of Your Casual Clothes.
This is new type head gear that it can protect your head.



Classical design

Using PVC for perspiration resistance

Material: Surface fabric(PVC),Inner cushion(PU)
Color : (Solid)WHITE,BLACK,BROWN,WINE RED
(2Tone)BLACK/RED,BEIGE/BROWN,NAVY/BEIGE
Size : S(52-56cm),M(57-60cm),L(60-63cm)

S SIZE \$ 76.80
M SIZE(Solid) \$ 80.50
M SIZE(2Tone) \$ 86.70
L SIZE \$ 86.70

Adopted magnet type buckle that is detachable on one action.



Easy fixing for just close each buckle.
And it's can release easy to just slide each buckle.



You can watch how to use magnet type buckle from left QR-code.



WHITE
M SIZE 820512



BROWN
M SIZE 820550
L SIZE 821977



BLACK
S SIZE 821885
M SIZE 820529
L SIZE 821960

NEW COLOR
2Tone



BLACK/RED (2Tone)
M SIZE 821939



BEIGE/BROWN (2Tone)
M SIZE 821946



NAVY/BEIGE (2Tone)
M SIZE 822172



CASQUE SKIN

*Dedicated option cover for lovell CASQUE.
*CASQUE isn't included with this product.

■ Tweed Fabric Type

Material:Wool70%
Polyester 30%

S SIZE \$ 23.60
M/L SIZE \$ 27.30

*This is for common using
both S size and L size



GRAY
S SIZE 821915



BEIGE
M/L SIZE 821564



BLACK
M/L SIZE 821557



GRAY
M/L SIZE 821397

■ Nylon Fabric Type

Material:
Outer Fabric:
Rip-stop Nylon
Inner Fabric:
Polyester taffeta

S SIZE \$ 23.60
M SIZE \$ 27.30



NAVY MULTI DOT
S SIZE 822042



BLUE FLOWER
S SIZE 822059



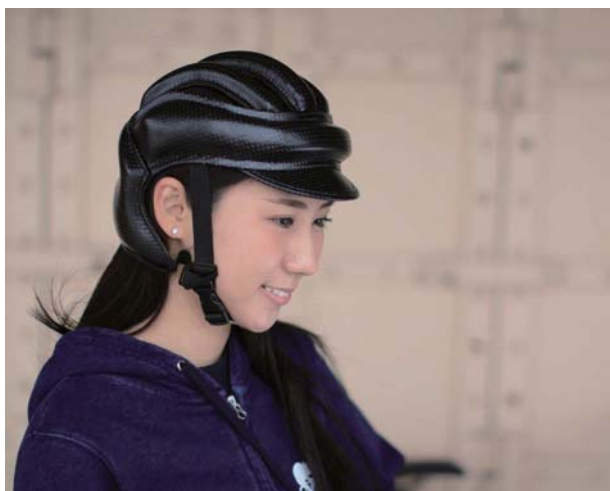
NAVY FLOWER
M SIZE 822011



GREEN DIGI CAMO
M SIZE 822028



CREAM MULTI DOT
M SIZE 822035



CASQUE 3/4 \$ 109.00

Material: Surface fabric(PVC)
Inner cushion(PU)
Color : WHITE,BLACK,BROWN
Size : M(57-61cm)



BLACK
822141



BROWN
822158



WHITE
822165



CASQUE BRIMLESS \$ 80.50

Material: Surface fabric(PVC)
Inner cushioning(PU)
Color : BLACK
Size : M(57-61cm)



You can watch how to use magnet type buckle from above QR-code.

Adopted magnet type buckle that is detachable on one action.



Easy fixing for just close each buckle.
And it's can release easy to just slide each buckle.



BLACK
820918





BLACK
821243

CAGE IN TOOL CASE
\$ 24.80

Size: H20xD8(cm)
Capacity :560ml



BLACK
821250

KOMONOIRE
\$ 27.30

Material: Neoprene Fabric
Size : H20xW12(cm)



BOTTOM BAND
\$ 14.90

Size : Length 360(mm)



STRIPE



SAX 821601



ORANGE 821618



LIME 821625



RED 821632



MINT 821649



ORANGE 821656



GREEN 821663



GRB 821724



ORANGE 821731



BLACK 821120



RED 821137



BLUE 821144



PINK 821748



PURPLE 821755



ORANGE 821762



PINK 821779



GREEN 821786



BLUE 821793



PINK 821670



WHITE 821687



BLUE 821694



WHT/RED 821014



BLK/WHT 821021



RED/WHT 821038



NVY/WHT 821045



PINK DOT 821700

SMALL DOT

WATER BOTTLE
\$ 10.00

Capacity :680m (Max)



BORDER 820307 **SKULL 820321** **DOT 820314**
The top cap keeps out particles and keeps it hygienic.

SEAT COVER

\$ 24.80

Size: W180xL290xT17(mm)

This seat cover is adjusted to sports saddle. With silicone gel inside, it would reduce your buttock pain on long rides.



COMPACT FLASH LIGHT
\$ 23.60

Battery CR2032x2
Continuous Run time:
50hour approx.
LED: White high luminance LEDx1

Front safety light. It notifies the existence of your bike to the cars and bikes in front. Two functions (Stable/Flashing)

BLACK 820925 **RED 820932** **BLUE 820949** **GREEN 820963** **PINK 820970**



AIR PUMP
\$ 31.00

Adapted valve: EV/AV/SV
Maximum air pressure:
160PSI/11bar/1100kPa approx.



It's light as it's made with resin, and adaptable to 3 different valve style.



Needle for sports ball and
Floating ring attachment
(Accessories)

BORDER 820109
SKULL 820116

DING DONG BELL
\$ 18.60

Adapted handle
Size: Ø22.2mm



DING DONG BELL has a gentle sound like a church bell. The bell softly notifies the existence of your bike to your surrounding

CHAIN SLEEVE LOCK
\$ 22.30

Length: 1200mm
Chain size: (D) Ø3x(B) 15x(L) 28(mm) approx.



BLACK 821229

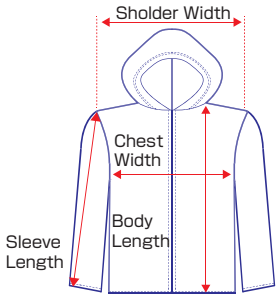




DRY ZIP PARKA
\$ 36.00

Material:Polyester100%

- NAVY
S SIZE 842934
M SIZE 842941
L SIZE 842958
LL SIZE 842965

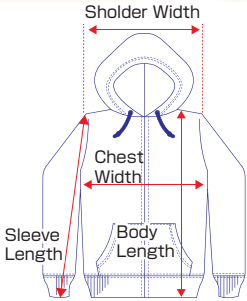


DRY ZIP PARKA

Size Chart

SIZE	S	M	L	LL
BodyLength	66	70	74	78
ChestWidth	49	52	55	58
SholderWidth	44	47	50	53
SleeveLength	19	20	22	24

(cm)Approx.



ZIP UP PARKA

Size Chart

Size	S	M	L	XL
BodyLength	64	67	70	73
ChestWidth	47	50	53	56
SholderWidth	41	44	47	50
SleeveLength	61	62	63	64

(cm)Approx.

ZIP UP PARKA ROAD BEAR
\$ 73.10

Material:
NAVY:Cotton100%
GRAY:Cotton 90%/Polyester10%



- NAVY
S SIZE 842972
M SIZE 842989
L SIZE 842996
XL SIZE 843009

- NAVY
S SIZE 843016
M SIZE 843023
L SIZE 843030
XL SIZE 843047

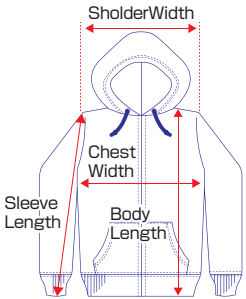
ZIP UP PARKA ROAD BIKE
\$ 73.10

Material:
NAVY:Cotton100%
GRAY:Cotton 90%/Polyester10%



- NAVY
S SIZE 843054
M SIZE 843061
L SIZE 843078
XL SIZE 843085

- NAVY
S SIZE 843092
M SIZE 843108
L SIZE 843115
XL SIZE 843122



INDIGO PULL OVER PARKA

Size Chart

Size	S	M	L
BodyLength	63	66	69
ChestWidth	48	51	54
SholderWidth	40	43	46
SleeveLength	61	62	62

(cm)Approx.



INDIGO PULL OVER PARKA
\$ 109.00

Material:
Cotton100%

- INDIGO BLUE
S SIZE 833451
M SIZE 833468
L SIZE 833475

COTTON T-SHIRT NINJA CYCLE

\$ 36.00

Material:Cotton 100%



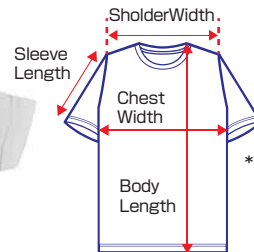
GRAY

M SIZE 842903
L SIZE 842910
LL SIZE 842927



WHITE

M SIZE 842873
L SIZE 842880
LL SIZE 842897



*The size of cotton T-Shirts is common.

Size Chart

Size	S	M	L	XL
BodyLength	66	70	74	78
ChestWidth	49	52	55	58
SholderWidth	44	47	50	53
SleeveLength	19	20	22	24

(cm) Approx.

COTTON T-SHIRT MINI BEAR

\$ 36.00

Material:Cotton 100%



WHITE

S SIZE 842552
M SIZE 842569
L SIZE 842576
LL SIZE 842583



YELLOW

S SIZE 842590
M SIZE 842606
L SIZE 842613
LL SIZE 842620



MINT

S SIZE 842637
M SIZE 842644
L SIZE 842651
LL SIZE 842668

COTTON T-SHIRT ROAD BEAR

\$ 36.00

Material:Cotton 100%



WHITE

S SIZE 842675
M SIZE 842682
L SIZE 842699
LL SIZE 842705



NAVY

S SIZE 842712
M SIZE 842729
L SIZE 842736
LL SIZE 842743



COTTON T-SHIRT LOVELL

\$ 36.00

Material:Cotton 100%



NAVY

S SIZE 842798
M SIZE 842804
L SIZE 842811
LL SIZE 842828



CHARCOAL GRAY

S SIZE 842835
M SIZE 842842
L SIZE 842859
LL SIZE 842866



WHITE

S SIZE 842750
M SIZE 842767
L SIZE 842774
LL SIZE 842781

DRY T-SHIRT ROAD BIKE
\$ 36.00
Material:Polyester100%



BLACK
S SIZE 842088
M SIZE 842095
L SIZE 842101
LL SIZE 842118



WHITE
S SIZE 842125
M SIZE 842132
L SIZE 842149
LL SIZE 842156



NAVY
S SIZE 842163
M SIZE 842170
L SIZE 842187
LL SIZE 842194



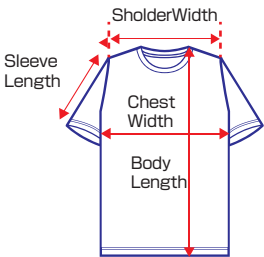
TURQUOISE
100 SIZE 842200
120 SIZE 842217
140 SIZE 842224
S SIZE 842231
M SIZE 842248
L SIZE 842255
LL SIZE 842262



LIME
100 SIZE 842279
120 SIZE 842286
140 SIZE 842293
S SIZE 842309
M SIZE 842316
L SIZE 842323
LL SIZE 842330



PINK
100 SIZE 842347
120 SIZE 842354
140 SIZE 842361
S SIZE 842378
M SIZE 842385
L SIZE 842392
LL SIZE 842408



*The size of Dry T-Shirts is common.

Size Chart							
Size	100	120	140	S	M	L	LL
BodyLength	40	48	56	66	70	74	78
ChestWidth	31	35	40	49	52	55	58
SholderWidth	27	31	35	44	47	50	53
SleeveLength	12	14	16	19	20	22	24

100,120,140 are for kids size.
*This number is a guide for children's height.

(cm)Approx.

DRY T-SHIRT ROAD BEAR2
\$ 36.00
Material:Polyester100%



BLACK
S SIZE 841753
M SIZE 841760
L SIZE 841777
LL SIZE 841784



WHITE
S SIZE 841791
M SIZE 841807
L SIZE 841814
LL SIZE 841821



NAVY
S SIZE 841838
M SIZE 841845
L SIZE 841852
LL SIZE 841869



TURQUOISE
100 SIZE 841876
120 SIZE 841883
140 SIZE 841890
S SIZE 841906
M SIZE 841913
L SIZE 841920
LL SIZE 841937



LIME
100 SIZE 841944
120 SIZE 841951
140 SIZE 841968
S SIZE 841975
M SIZE 841982
L SIZE 841999
LL SIZE 842002



PINK
100 SIZE 842019
120 SIZE 842026
140 SIZE 842033
S SIZE 842040
M SIZE 842057
L SIZE 842064
LL SIZE 842071





DRY T-SHIRT ROAD BEAR1
\$ 36.00

Material:Polyester100%



BLACK
S SIZE 841678
M SIZE 841685
L SIZE 841692
LL SIZE 841708



MOSS GREEN
S SIZE 841715
M SIZE 841722
L SIZE 841739
LL SIZE 841746



DRY T-SHIRT REAR DERAILLEUR
\$ 36.00

Material:Polyester100%



BLACK
M SIZE 842415
L SIZE 842422
LL SIZE 842439



NAVY
M SIZE 842446
L SIZE 842453
LL SIZE 842460



DRY T-SHIRT CASQUE BEAR
\$ 36.00

Material:Polyester100%



WHITE
S SIZE 842477
M SIZE 842484
L SIZE 842491
LL SIZE 842507



NAVY
S SIZE 842814
M SIZE 842521
L SIZE 842538
LL SIZE 842545





CANVAS SACOCHE BAG \$ 18.60

Material: Cotton 100%
Size: W30xH23
Shoulder Belt L105(cm) approx.



NATURAL
853404



BLACK
853411



NATURAL
853381



BLACK
853398

LUNCH BAG \$ 24.80

Material: 14oz Cotton 100% canvas
Size: W37xH21xD17(cm) approx.

ROAD NATURAL
852308



Rear Side



Front Side

ROAD NAVY
852346

CANVAS POUCH \$ 14.90

Material: Cotton 100% canvas
Size: W23xH17(cm) approx.



NATURAL
853428

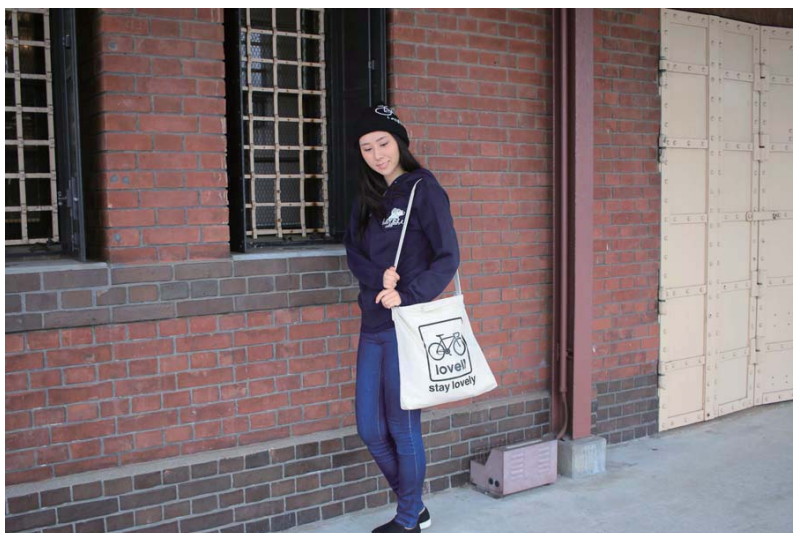


BLACK
853442

2WAY SHOULDER BAG \$ 47.10

Material: 14oz Cotton 100% canvas
Size: W36xH38xD4
Shoulder Belt L100(cm) approx.

These bags are made of 14oz durable Cotton canvas. You can put it diagonally over your shoulder, so when you ride, or when you want your hands free, this bag helps you a lot. You can also hold it with your hands, as it's made for two use styles.



Rear Side



ROAD NAVY
852049

Front Side



ROAD NATURAL
852001

DENIM SHOULDER BAG
\$ 34.70

Material: 13oz, Cotton 100% canvas
Size: W31xH33xD9
Shoulder Belt L90(cm) approx.



WASH BLUE
OFF THE BIKE
853367

DENIM LUNCH BAG
\$ 27.30

Material: 13oz, Cotton 100% canvas
Size: W30xH19xD14(cm) approx.



DENIM BLUE
853374

DENIM SHOULDER TOTE
\$ 36.00

Material: 13oz, Cotton 100% canvas
Size: W37xH37xD6
Shoulder Belt L95(cm) approx.



INDIGO BLUE
NINJA CYCLE/SHIRO
853473



INDIGO BLUE
ROAD BEAR/FUJI
853480



BLACK 853190



BEIGE 853206

TWEED SACOCHE BAG
\$ 39.70

Material: Outer Fabric Tweed /inner Fabric T/C
Size: W33xH32xD5
Shoulder Belt L83(cm) approx.



DAYBAG \$ 79.30

Material: Nylon 100%
Size: W28xH37.5xD11.5
Shoulder Belt L16(cm) approx.



BLACK 851608



RED 851615

COTTON WORK CAP
\$ 34.70

Material:Cotton100%
Size:Free(Measurement Head:56-60cm)



BLACK
841524



BEIGE
841555



OLIVE
841548



NAVY
841531



MESH CAP \$ 31.00

Material:
Frontside&Brim:Polyester100%
Mesh:Nylon100%
Size:Free(Measurement Head:56-60cm)



NAVY 841500



RED 841517



BLACK 841494



NAVY 841470



BLACK 841463



FOREST 841487



LOGO JAQUARD KNIT BEANIE \$ 45.90

Material:Acrylic100%
Size:Free(Measurement Head:57-60cm)



NAVY
841340



GREEN
841364



RED
841333



TENUGUI \$ 14.90

Material:Cotton100%
Size:H35xW90(cm)

Japanese traditional item "TENUGUI" They are made very carefully at the genuine factory.The material is called "OKA" which is quite traditional cotton made by delicate strings.The texture is nice and smooth.
You can enjoy high quality of "MADE IN JAPAN" wearing it under your casque, or you can use it as a Handkerchief.



Reference:
The relation of "TENUGUI" with bicycle.

LOVELL 880073



NASU 880059



ROAD BEAR 880080



STAGE 880066



NINJA 880097



SENSU
\$ 22.30

Size:W210(mm)
Material:Frame Bamboo
Fan Japanese traditional paper.
MADE IN JAPAN -京都製-



SUMI 880226



AZUKI 880233



NASU 880240

MUG CUP
\$ 12.40

Capacity:350ml (Max)



DUCTH(RED) 880134



MTB(BLUE) 880141

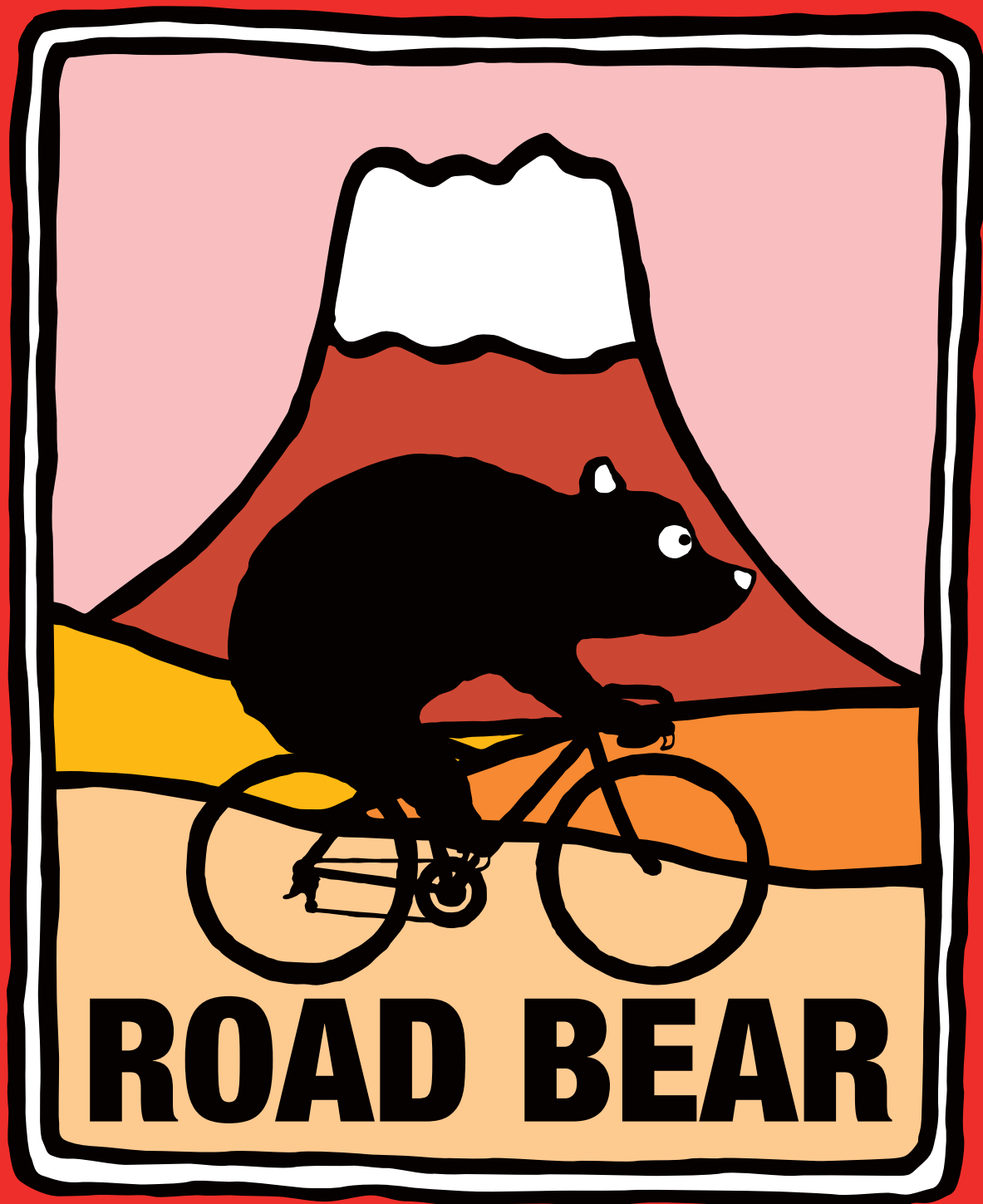


ROAD(BROWN) 880189



ROAD BEAR 880196





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STAY LOVELY



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The color on the brochure might look a bit different from the real product due to the printing ink.
All our products and the price on the brochure reflect those at March 2019.

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Maker Code : The Maker code is printed on each page on the opposite side of the page number.

Product Code : The Product code is printed at each product like the following: Ex. 821014

In the case of below, EAN/JAN code is '4938402 821014'

Maker Code Product Code
Ex. +

Lot# : 201903-P01E