

Retail Spotlight

Retro Tees Appeal to Young and Old

BY RAY KEENER

Many shops born during the '70s bike boom have proud histories. And baby boomer customers who grew to love cycling 30 years ago are nostalgic about "the good old days."

Based on requests, Vitesse Cycle Shop in Normal, Illinois, went through its archives, dug up some defunct brands and logos and put them on T-shirts.

This gives the store's enthusiast, Internet-crazed customers something to buy in the store, but also puts the Vitesse logo on the backs of the community's most influential cyclists.

"It's been a lot of fun," said store owner Chris Koos, who's also the mayor of Normal. "Surprisingly, it's not just the

baby boomers buying them. Kids that were in grade school in the '70s and '80s really like the retro look."

Vitesse offers several tees including one with Trek's 1976 logo, another with Campagnolo's, one highlighting Robergel Trois Etoiles, a defunct spoke brand, and one with Stella bicycles.



Vitesse Cycle Shop's retro T-shirts

"The Stella logo is pretty obscure to some folks, but we put hundreds of Stellas on the street in the '70s and people remember the brand," Koos said. "People are all about old Trek right

now. We pulled out the original catalog and put it on the counter and people couldn't get enough of it," Koos added.

Vitesse pays \$7.50 for each T-shirt, which it turns around and sells for \$17.