

Firecrest Motorcycle News: REV'IT Win Red Dot Design Award

Motorcycle apparel designers [REV'IT Sport International](#) win Red Dot award for safety armour.

London, Greater London (PRWEB UK) 10 June 2016 -- High powered vehicles feature in Hollywood films and modern music videos, but for the man on the street, style doesn't always equal safety. Now Rev'It Sport International, fashion-forward motorsport company and MotoGP sponsors, have created an innovative new armor called Seeflex.

Hidden beneath the attractive streamlined outer is a compressed matrix of dense azure foam that protects with high performance impact and abrasion resistance. Jasper Den Dekker, in-house designer at Rev'It, was awarded the prestigious [Red Dot Design Award](#) in 2015 for his invention, joining global giants like Sony, Audi, and Bosch on the winners podium. The Red Dot Awards Jury judged Seeflex armor to be "An innovative and consistently implemented combination of advanced materials and smart construction has led to a product with outstandingly ergonomic as well as aesthetic properties."

According to Rev'It Platinum Dealer [Firecrest Motorcycle Outfitters](#)' safety advisor, the Seeflex and lighter Seesmart armor range is a revelation in comfort for their customers, and perfect for both everyday wear and more demanding situations like off-road adventuring. The largest UK stockist of Rev'It's Urban and Technical motorcycle clothing, Firecrest have seen popularity soar for casual style yet protective apparel over the last four years both online and in their flagship store.

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