

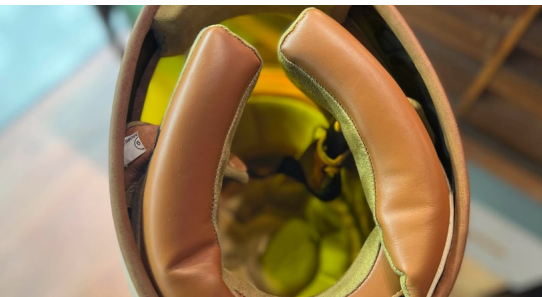
CLASSIC DRIVER

Hedon Helmet's latest collection continues their pilgrimage for hedonism

Lead
Not only are Hedon's helmets effortlessly cool and crafted using the finest materials, but they are also built to withstand whatever mother nature throws at us. With their newly released 2.0 collection hot off the press, we wanted to take a closer look...



For so many, riding a motorcycle is the closest feeling to pure freedom one can experience. That feeling of a whirring engine between your legs and the tarmac just a few inches from your feet is something that can rarely be replicated, not until jetpacks become normalised at least. Of course, while the wind-in-your-hair feeling is what riders long for, safety is paramount, and Hedon's helmets ensure you're not only snug, but you're also looking damn stylish while doing so.



Their latest collection, known simply as 2.0 builds on the incredible success of their inaugural launch, with each helmet gaining new features to maximise the rider's comfort. The Heroine Racer for example, Hedon's ultimate full-face helmet for comfort and style, combines classic British retro motorsport design together with a luxurious interior and a gorgeous automotive paint finish. It's incredibly lightweight, but importantly well ventilated too, with a wide field of view ensuring there are no pesky blind spots. Those new

features include a redesign of their CNC screw, ensuring they are more secure than ever before, and allow the visor to be adjusted in four different ways.

Hedon pride themselves on designing and developing their helmets in London, with each one being handmade with attention to every detail, ensuring the riding experience is the best it possibly can be.



If we were to pick just one out of this vibrant new collection, we'd have to go for the 60s Heroine Racer & Classic 2.0, showcasing the perfect blend of form and function. While the beauty of Hedon being If you can dream it, they can make it, their ready to ride helmets are still works of art. This vibrant blue example with its bold white stripe piercing through the middle is reminiscent of something Steve McQueen would have worn while tearing up the beach, and you never mess with the King of cool!

We are delighted to have the full Hedon 2.0 collection now available in the CD Shop. The hardest part is deciding which one to go for!

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