

LOOK CYCLE LAUNCHES 'YOUR LOOK A LA CARTE' CONFIGURATOR

Customers can now fully personalise the flagship 795 Blade RS road bike and the Keo Blade pedals through the new online configurator

22 October 2025 – Nevers, France: LOOK Cycle has introduced its 'Your LOOK A la Carte,' a new online configurator that brings exclusive customisation, allowing customers to personalise their equipment down to the last detail. The new platform focuses on offering custom options across LOOK's leading road products, starting with the 795 Blade RS (available worldwide) and Keo Blade pedals (currently available in Europe only).

For the Keo Blade pedals, the new configurator offers customers maximum control, enabling them to specify the design and blade tension, choose axle options to fine-tune the Q-Factor, select between CrMo or Titanium axle finishes, and pick one of three available cleat float options.

The flagship 795 Blade RS is also fully customisable. Customers can make bespoke selections for frame colours, select preferred groupsets and wheels, and specify the dimensions for their stems and handlebars.

Each bike is crafted to order in LOOK's workshops in Burgundy, France. The process blends French expertise with carefully chosen components, ensuring the final product is precisely tailored to the rider's individual needs.

Sébastien Coué, International Sales & Marketing Director at LOOK Cycle, said: *"With the launch of the new 'Your LOOK A la Carte' configurator, we're giving customers the power to design their perfect setup — from bike to pedals — with the same precision and passion that define every LOOK Cycle product. It's an exciting step forward in personalising performance and celebrating the unique connection between each cyclist and their bike."*