



FOR YOUR DREAM RIDE

PRESS RELEASES



www.veldt.fr

contact@veldt.fr

[@veldthelmet](#)

WE STRIVE TO BUILD THE BEST POSSIBLE EQUIPMENT
FOR RIDERS WHILE BEING A SUSTAINABLE BRAND.

MINIMALIST & RELIABLE

LUXURIOUS MATERIALS & SERVICES



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- INCEPTION -

VELDT's vision is inspired by a motorcycle trip founders took through France.

Funded with elbow grease, passion, friendship and the support of our Friends and Family.

First helmets delivered in 2017

- THE HISTORY BEHIND THE BRAND -

"The Veldt" is a short story written by american author Ray Bradbury. originally appearing as "The world the children made" in the 23 september 1950 issue of the Saturday Evening Post, it was republished under its current name in the 1951 anthology the illustrated man. In the story, two children solve their disappointment with their parents by escaping to a simulated grassland that proves all too real.

Veldt is also a type of wide-open rural landscape in Namibia.



- KNOW HOW -

EXCEPTIONAL MATERIALS

Leather, Carbon, Titanium

HIGH END & LUXURY PRODUCTS

Our products are available in high end and in luxury versions

IN-HOUSE

Helmet development and production is in-house.
Carbon shell forming in autoclave and test center within the workshop in Xiamen.

STRONG TEAM

For over a decade we have recruited and built the development and production team.

GREEN FACTORY

Air and water cleaning.

QUALITY

We direct deliver to customers world-wide.



- MARK 1 -
OUR VISION FOR HELMETS

Each helmet is unique.
Every feature is an answer to safety or comfort concerns.

It embodies VELDT creation, values and savoir-faire.
It reflects our commitment to quality excellence.
It benefits from a made-to-measure care attention throughout its lifetime to extend its durability.
It is enhanced by an ultimate client experience, from the purchase to after-care, across each touchpoint.
It conveys the sustainable commitment of the brand.



- MARK 1 -

SPECIFICATIONS

LIGHT & THIN

Because our helmets are small, they're incredibly flattering. The carbon fiber shell offers maximum protection for minimum weight.

4 HELMETS IN 1

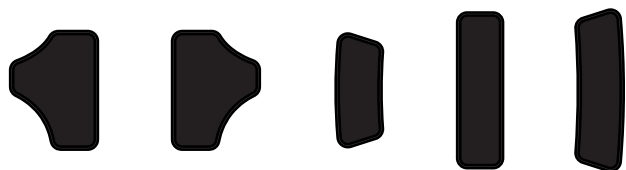
Thanks to our innovative fastening system, our helmets can easily be mounted with a flip up shield or converted into a full-face.

SELECTED MATERIALS

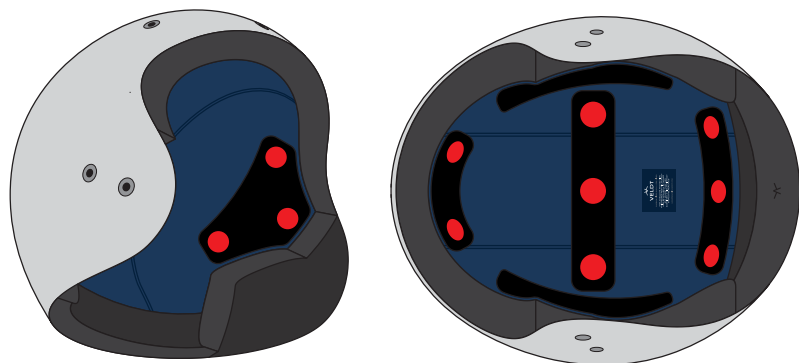
To offer the best combination of lightness and impact protection our helmets outer shells are made of carbon fibre baked in autoclave and our hardware is in titanium. We use carbon fibre from TORAY of Japan, leather from INDUTAN of Portugal and from tannerie HAAS in France, paint is from AKZONOBEL and our fullface helmets come with PINLOCK 120 lenses.

QUALITY MANUFACTURING

The production process takes about six hours and is carried out in our workshop in Amoy.



- MARK 1 - ADJUST YOUR FIT



SNUG BUT COMFORTABLE

With each helmet, we supply the skull and cheek pads in order to create the two possible sizes. So, if your size straddles XS and S, M and L, or XL and XXL, you can find a Veldt helmet that fits you perfectly. Feel free to remove or swap padding, in order to strike that perfect balance between comfort and support. Changing and removing pads allows you to tailor the interior fit to perfectly match the unique shape of your head. Cheek pads must be worn at all times to guarantee safety.



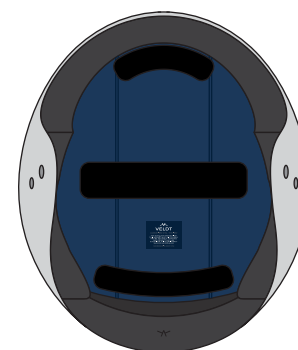
NO PADDING



OVAL HEAD SHAPE



COMPLETE PADDING



ROUND HEAD SHAPE

- COLLECTIONS -

READY-TO-WEAR HELMETS



FIRST COLLECTION

2 MAT | 2 GRADIENT | 2 FOIL



SECOND COLLECTION

2 GLOSSY | 2 GLITTER | 2 GOLD WAVE



THIRD COLLECTION

2 SUNNY | 2 RALLY | 2 IRIDESCENT



- CUSTOM MADE HELMETS -

YOU ARE THE DESIGNER

LEVEL 1 : ONLINE 3D CONFIGURATOR

Switch between open jet or full-face helmets, add a flip up shield or a peak visor, customise our designs with many colors, choose your interior materials, add a painted personal number or an engraved name...

<https://veldt.fr/configurator>

LEVEL 2 : SPECIAL ORDERS

Provide us your pantone paint code, your interior materials, cover the shell with exotic leathers or specific fabric, provide a specific graphic design, choose the trim material, engrave a special logo...



- LIMITED EDITIONS
& COLLABORATIONS -

CHANEL

Berluti

 AETHER

Michel♥Vaillant

ROARS ORIGINAL
TOKYO JAPAN



- LIMITED EDITIONS & COLLABORATIONS -

*Chanel
Pharrell*

Chanel has commissioned Veldt to provide Pharrell Williams and the riders of his gang with helmets from our **second collection** : two simple plain but stylish colors: the black iris to keep it classically dark and the double cream to indulge yourself. Two retro glam rock glitter colors to take you back to the 70's: glitter green and glitter purple and two gold wave graphic in either positively pink or far-from-basic black.



The CHANEL Pharrell Collection

<https://www.youtube.com/watch?v=mTMQKOO0Hbc>

Behind-the-scenes of the CHANEL Pharrell Film

<https://www.youtube.com/watch?v=urY4qfKhShg>

- LIMITED EDITIONS & COLLABORATIONS -

*Chanel
Pharrell*



We also produce some special helmets :

- In the tunnel Pharrell is riding with a fullface helmet covered with quilted plonge lamb leather.
- Riding down the stairs the rider has a white helmet with an electroluminescent blue Chanel Pharrell signs
- Black helmet with an electroluminescent blue Chanel Pharrell signs
- Glitter white with a Chanel Pharrell arrow in blue, orange and white and an orange chinguard
- Chanel Pharrell glitter yellow flaming on a glitter baby blue shell
- Chanel Pharrell glitter pink with a Chanel white on blue heart
- Orange helmet with dripping colored smarties with Chanel written on them
- Chanel with blue and pink iridescents paint and an heart
- Green helmet with Chanel in korean in yellow & freedom in white and a white on red heart and a central red stripe
- Yellow helmet with Chanel written in japanese in red, Pharrell written in blue, Chanel green logo and a checker central stripe
- White helmet with Chanel Pharrell 5 with a central multicolour stripe
- Black helmet with pearls all around it and a Chanel Pharrell logo in ivory
- Red Chanel Pharrell universe helmet with a stripe of white checker at its lower part
- Glitter blue and white Chanel Pharrell helmet
- Blue helmet with large colored smarties with Chanel written on them.

- LIMITED EDITIONS
& COLLABORATIONS -

Berluti

It has been more than 120 years since Alessandro Berluti put his name on the house's first pair of shoes. From the very beginning, Berluti has stood apart through its unique combination of technical skill and creative flair, firmly grounded in bespoke know-how.

Berluti has partnered with Veldt to create an ultralight helmet combining a carbon fiber shell and edges underlined with patinated venezia leather as well as a handmade leather visor and eyeshade. Biking style at its best.

In 2019 there has been a second edition with blue leather and writing.





- LIMITED EDITIONS & COLLABORATIONS -



A E T H E R

With years of experience in the motorcycle industry, Aether has partnered with us on a very special collaboration benefitting Riders for health, a nonprofit organization that uses bikes to provide healthcare to rural villages in Africa. They gave our shell to 13 artists to create unique works of art.

All of the proceeds from the helmets benefit Riders for health, which has used motorcycles to mobilize health workers in seven african countries since 1989. Among the many serious problems in rural Africa is the almost total failure of ordinary mechanical transport due to hard-to-access roads. Riders for health works tirelessly to combat that issue and increase access to vaccinations, emergency services, and medicine, all of which helps fight the spread of aids. The purchase of this one-of-a-kind helmet directly benefits the nonprofit.

 **riders**



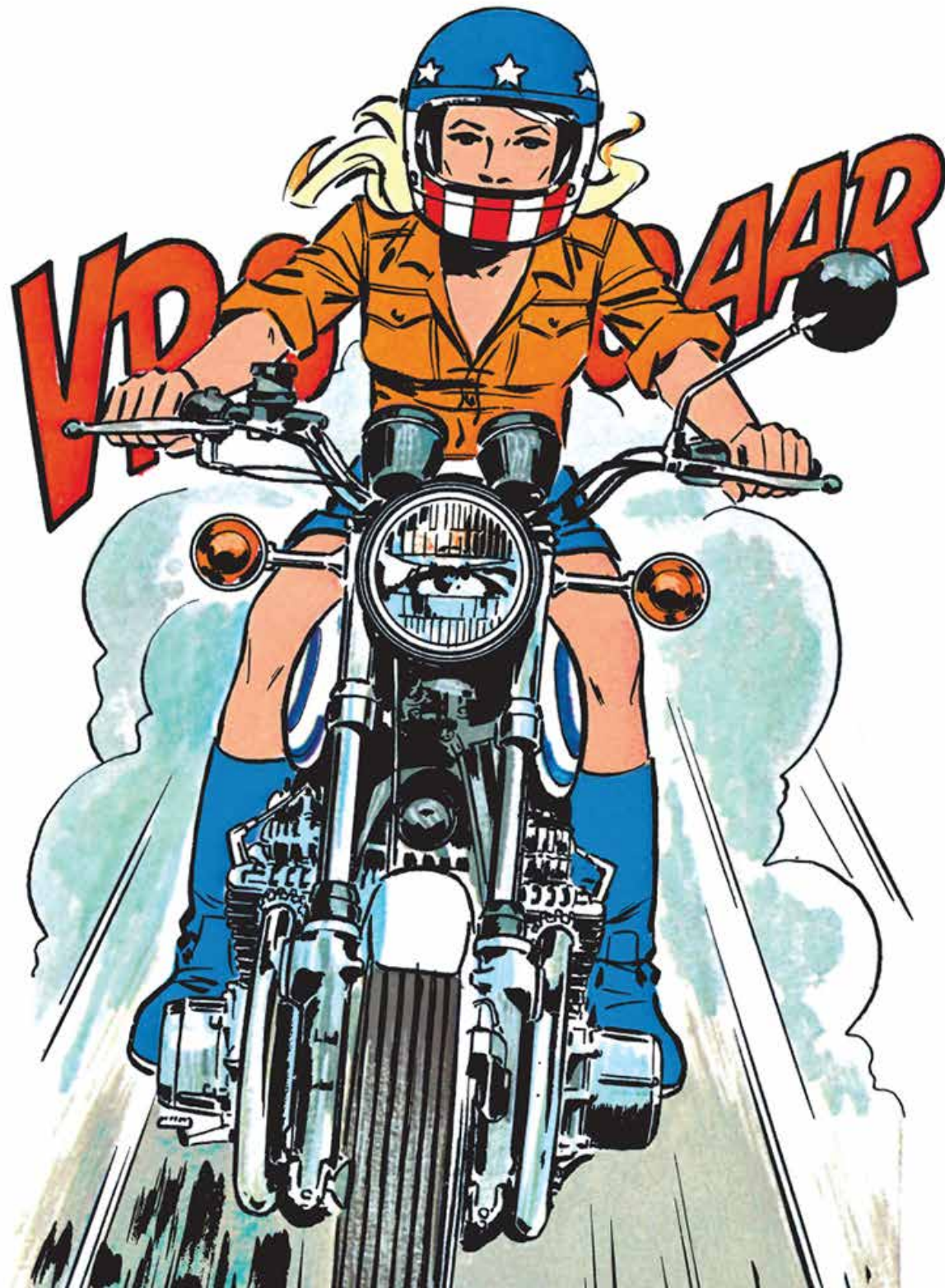
- LIMITED EDITIONS & COLLABORATIONS -

Michel Vaillant

Our first limited edition helmet with a very special tribute to Michel Vaillant. Three classic designs, directly inspired by those created by Jean Graton for his famous characters : Steve Warson, the enigmatic "Leader" and, of course, Michel Vaillant.

With its timeless style, Veldt's Mark-1 helmet catches the essence of Michel Vaillant's graphic novels which, for more than five decades now, have appealed to so many car and race enthusiasts around the world.





- LIMITED EDITIONS
& COLLABORATIONS -

JULIE WOOD



Following Michel Vaillant's three limited editions, Veldt is proud to present a fourth helmet inspired by one of Jean Graton's characters. This helmet is sporting the stars and stripes from Julie Wood's national flag. Jack of all trades - enduro, track, or dirt track, she embodies the continental circus great era. one for the girls then... and for the boys eventually!

- LIMITED EDITIONS & COLLABORATIONS -

ROARS ORIGINAL TOKYO JAPAN

For over 15 years, Roars Original have produced innovative fashion for motorcyclists. Their many masterpieces include the RoarsOriginal leather gloves and padded riders jacket. Now comes the lucky charm helmet. Since its inception Roars Original has used the pattern of a cracked windshield as a stark reminder of both the risks and thrills of riding. The Roars Original lucky charm helmet is a fullface helmet with a black Sintra lamb leather interior, leather trim, and a transparent short visor with Pinlock. The Roars Original logo is laser engraved on the back. Peak, long and tinted shields are also available as spare parts. Roars Original is a Tokyo-based brand, created by Seiji Takahashi.





- BUILDER EDITIONS -

We collaborate with custom builders to create special helmets related to our passion : motorcycles.

Clutch

VAGABUND^M

KRUGGER





- BUILDER EDITIONS -

Clutch

Our first builder edition motorcycle helmet comes out of a collaboration with Willie Knoll of the Paris-based workshop Clutch motorcycles. With plain shell and chinguard (no aeration grooves), an arrow pattern that starts at the front middle rivet and widens through the back of the shell, it complies with Clutch motorcycles aesthetic signature, made of sleek lines, simple but perfect proportions, in a nutshell bare elegance through raw sobriety. The mat brown red color matches the sheet metal covering Clutch's workshop. It is associated with raw mat carbon. Interiors are made out of our slick Sintra lamb leather. The Clutch logo is laser engraved on the back of the helmet.





- BUILDER EDITIONS -

VAGABUND^M

Our second builder edition helmet comes out of a collaboration with the Austrian-based workshop Vagabund moto. Nothing more than what's needed: it is a fullface helmet mounted with a black short visor. The paint is mainly glossy black with the rear of the helmet painted in a pirate grey that is also used for a Vagabund logo that spans the whole chin. The chin comes without aeration grooves, there is black velvet and black suede on the interior, a rubber trim and a leather tab.





- BUILDER EDITIONS -

KRUGGER

Our third builder edition helmet comes out of a collaboration with the multiple AMD World Champion of custom bike building: Mr KRUGGER. It is a fullface helmet inspired by his recent works. The glossy gray paint on the shell and chinguard features a silver gilded central band, with black oblong holes. The Krugger logo is laser engraved on the rear of the helmet. The helmet comes with aeration grooves, a black velvet and suede on the interior, a rubber trim all around and a leather tab.





- BUILDER EDITIONS -



Our fourth builder edition is an exciting collaboration with the famous Madrid manufacturer: Cafe Racer Dreams.

The signature elegance of CRD's work is clearly evident with this full face helmet which features a diamond-inspired green to black gradient – just like the saddles stitches of the builder. The original CRD logo is also emblazoned in green on the back of the helmet.

The helmet's interiors are made from luxurious Sintra lamb leather while a stylish black calf leather serves as the trim of the helmet. This edition comes with a black peak and a clear short visor.



- TROPHY -

Wooden head to hang all your headgears. Helmets are precious. They're also easily scratched. That's why we decided to create a simple, but aesthetic "Trophy" wooden head, a tasteful yet playful take on the traditional coat rack. Where you can to hang all your headgears and keep them in pristine condition when you're not using them.

You can use the "Trophy" wooden head for your helmet, your hats or your caps. not only that, the "Trophy" wooden head is a sculpture in its own right, inspired by Brancusi's famous work, sleeping muse.

And because of its versatile design, the "Trophy" wooden head will look good in your living room, your hallway or even your garage.





- OUR MOST FAMOUS CUSTOMER -

In 2018 a famous actor became a Veldt customer and since then thanks to all the paparazzi that follow him we get great pictures.







- OUR MOST FAMOUS CUSTOMER -

He also wears his Copper Foil fullface helmet to film a commercial in Los Angeles.







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FOR ADDITIONAL INFORMATION
PLEASE CONTACT US

contact@veldt.fr

Instagram : [@veldthelmet](#)
Facebook : [veldthelmet](#)

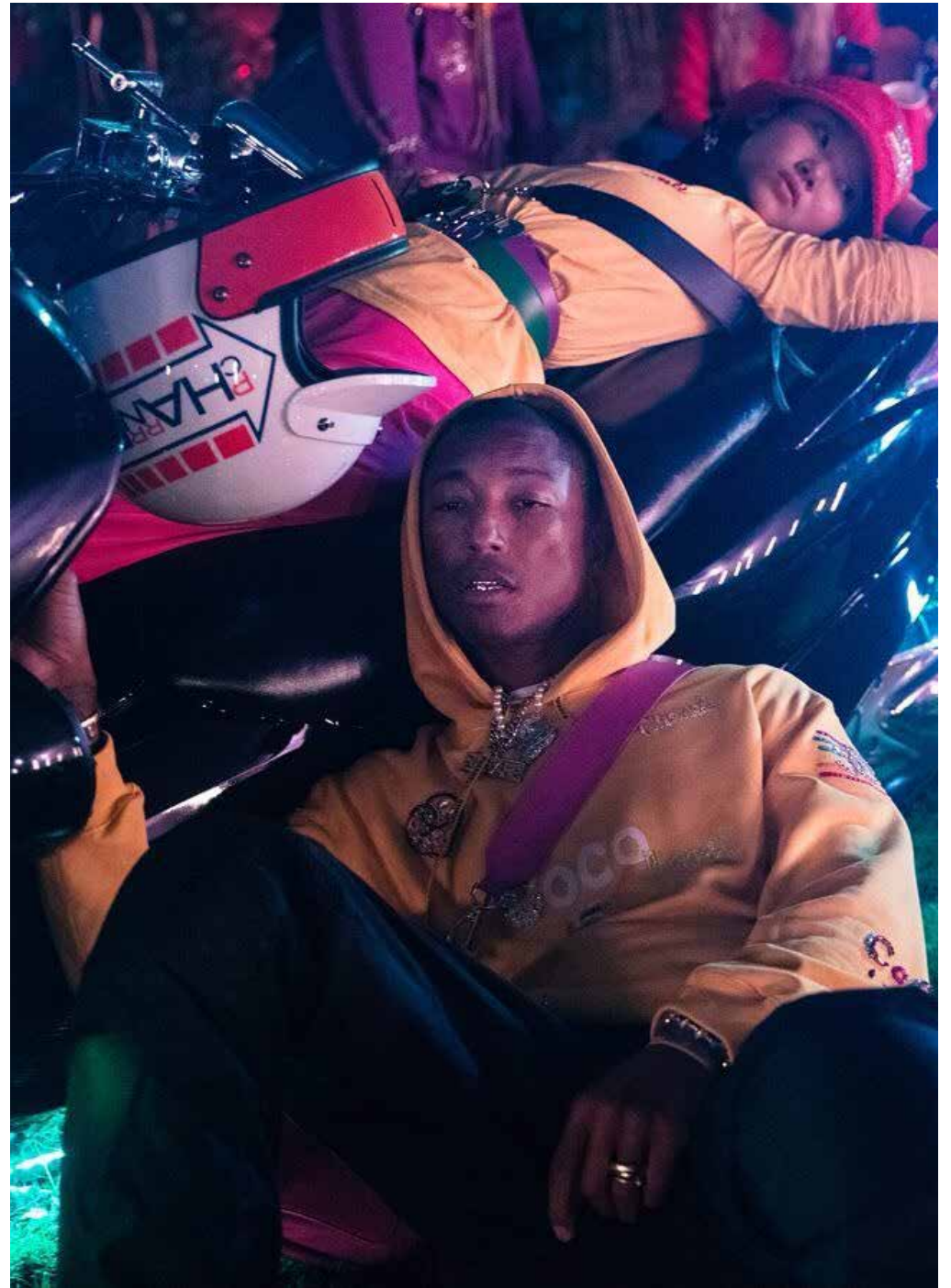
PRESS RELEASES



HEDI SLIMANE - CELINE MEN'S FASHION SHOW



TONY GARRN - SHOOTING FOR GRAZIA MAGAZINE



PHARRELL WILLIAMS - CAPSULE COLLECTION WITH CHANEL



***KEEP MOVING
TO KEEP YOUR
BALANCE***