

HOOP



The fictive brand HOOP

Hoop is a fictive brand created for a school project about design and functionality. The main goal for this project was to create a bicycle configurator using Flash. Meanwhile a printable and interactive PDF would be created.

All the artwork in this catalogue is made in Adobe Illustrator and is 100% vectors and gradients. I have used the mesh tool extensively and gotten great practice while making this. Thereafter all was put together in InDesign after some touch ups in Photoshop.

Enjoy/
Max Boström





Saddle up

“Styling is up to you”

Here you can a sneak peak at some of the colour combinations available for our bicycle models



Arrow

Force

Vacuum

GRUNT

Force



7234 g

If you aim at winning the World Cup or just to humiliate your friends this is the perfect race weapon. The 845 g carbon frame and 100 mm fork lets you fly over any obstacle with ease.

Specification

Frame: 3K carbon monochrome
Fork: HOOP Carbon 100 XC
Wheels: Stoned Tubular Carbon
Tires: HOOP Grounder 2" Kevlar

Drive train: Japano RCX
Crank set: HOOP custom carbon
Brakes: HOOP PartyStopper
Finishing kit: HOOP carbon

GRUNT

hoop



9654 g

The ultimate AM bike to take you cross mountains has finally arrived. With its 160 mm of front and rear travel carbon frame your all set to cover any ground in total confidence.

Specification

Frame: 3K carbon monochrome 160
 Fork: HOOP Carbon 160 AM
 Shock: HOOP Carbon AMR
 Wheels: Stoned Tubular Carbon

Tires: HOOP Grounder XL 2,5" Kevlar
 Drive train: Japano RCX
 Crank set: HOOP custom carbon
 Brakes: HOOP PartyStopper
 Finishing kit: HOOP carbon

Arrow



5436 g

Blasting uphill or soaring down a mountain road, the Arrow is your best alternative. With its 755 g frame and XLite wheels the overall weight of 5436 g truly makes you feel invincible.

Specification

Frame: 3K carbon monochrome
 Wheels: XLite Tubular Carbon
 Tires: HOOP Lightning 1" Kevlar

Drive train: Japano Bkck
 Crank set: HOOP skinny carbon
 Brakes: HOOP Ha!t
 Finishing kit: HOOP carbon

Vacuum



7106 g

The peak of aerodynamic since has let to the birth of the worlds best triathlon bike ever. With fully integrated cable routing and rear brake your ready to slice your competition to pieces.

Specification

Frame: 3K carbon monochrome Airo
 Wheels: Turbulence Tubular Carbon
 Tires: HOOP Lightning 1" Kevlar

Drive train: Japano Blck
 Crank set: HOOP disc carbon
 Brakes: HOOP Ha!t
 Finishing kit: HOOP carbon

Spare me your parts!

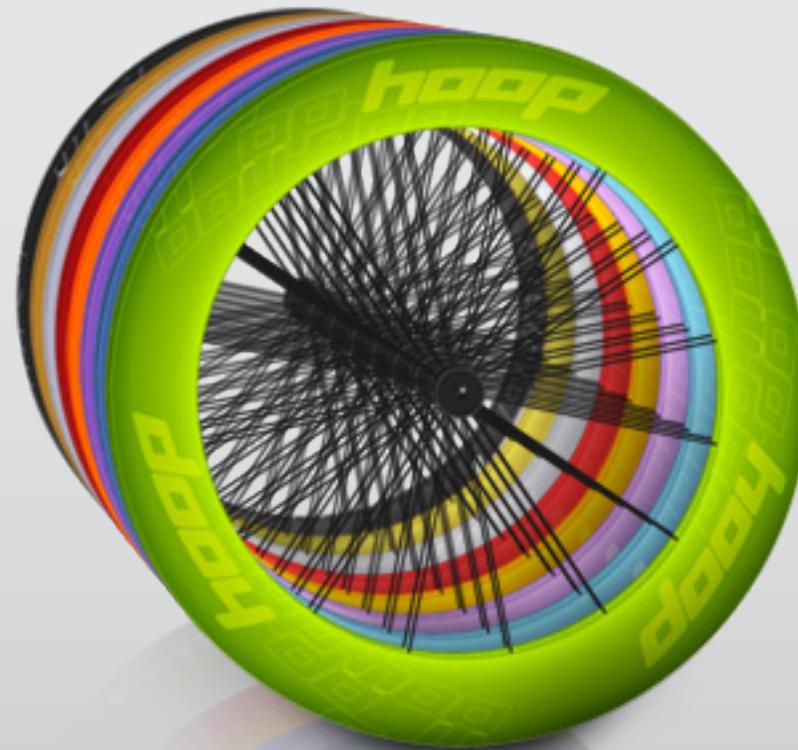
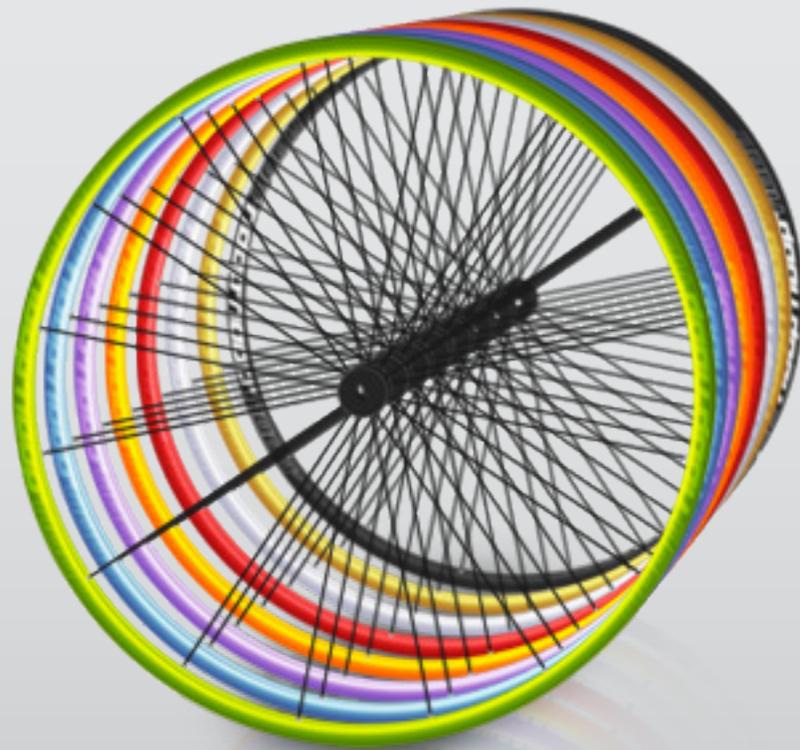
"All things will come to an end"

When that happens it can feel reassuring
original spear part's just an order away



Wheels: Road

Tubular carbon wheels for tarmac and dirt with unbeatable weight and trueness



XLite Rear

- 606 g with ceramic cartridge bearings
- 32 strait pull bladed spokes
- Rim width/hight: 20/15 mm

XLite Front

- 505 g with ceramic cartridge bearings
- 16 strait pull bladed spokes
- Rim width/hight: 20/15 mm

Turbulence Front

- 610 g with ceramic cartridge bearings
- 16 strait pull bladed spokes
- Rim width/hight: 20/70 mm

Turbulence Rear

- 720 g with ceramic cartridge bearings
- 24 strait pull bladed spokes
- Rim width/hight: 20/70 mm

Wheels: Mountain



Stoned 3K Carbon

- 1300 g wheelset with ceramic cartridge bearings
- 24 strait pull bladed spokes with tripple lacing
- Rim width/hight: 25/22 mm

Rotors

6 bolt disc fitting, stainless steel
rotors with absolut trueness



SuperLite

Size & weight:

- 160 mm - 83,5 g
- 180 mm - 94 g
- 200 mm - 120 g

RaceStop

Size & weight:

- 160 mm - 94 g
- 180 mm - 105 g
- 200 mm - 130 g

CrustSpin

Size & weight:

- 160 mm - 96 g
- 180 mm - 108 g
- 200 mm - 135 g

Drive-Train

12 spocket road cassettes and 10 spocket mtb cassettes to suite all tastes with matching chains



Steel Road

Size & weight:

8-23T - 210 g

8-25T - 215 g

8-28T - 220 g

Titanium Road

Size & weight:

8-23T - 174 g

8-25T - 182 g

8-28T - 194 g

Ti Road Gold

Size & weight:

8-23T - 174 g

8-25T - 182 g

8-28T - 194 g

Steel MTB

Size & weight:

11-32T - 208 g

11-34T - 212 g

11-36T - 218 g

Titanium MTB

Size & weight:

11-32T - 172 g

11-34T - 176 g

11-36T - 188 g

Ti MTB Gold

Size & weight:

11-32T - 172 g

11-34T - 176 g

11-36T - 188 g

Steel Road

Size & weight:

114 links - 267 g

Steel MTB

Size & weight:

114 links - 285 g

Titanium Road

Size & weight:

114 links - 224 g

Titanium MTB

Size & weight:

114 links - 256 g

Ti Road Gold

Size & weight:

114 links - 220 g

Ti MTB Gold

Size & weight:

114 links - 245 g

Bolts

Bolt in Grade 5 Aerospace Titanium 6A/4V Alloy
Will never rust and half the weight of steel



Sizes:

M3x10mm, M4x10mm, M4x15mm, M5x10mm, M5x15mm, M5x20mm, M6x15mm, M6x30mm

Colours:

Natural, Gold, Orange, Red, Purple, Blue, Green, Black

Lubes in tubes

High quality lubes for all occasions



Lumbering Lube
175 ml
Grease em up nicely

Bike shine de lux
175 ml
Sparkles for your darlings

Bum bum ointment
175 ml
After 10 hours in the saddle
you could need some relief

Contact



Max Boström

Jämtland, Sweden

Phone

+46 73 997 04 53

Mail

max@desmond.com

