

# RELEASING THE BRAKES

JANSEN TAN

EVERYONE NEEDS A SLEEK, CLEAN RIDE. BUT DON'T WORRY IF YOU CAN'T GET YOUR HANDS ON THE LATEST, SWANKIEST FOUR-WHEELER; WE'VE GOT SOMETHING JUST AS COOL, IF NOT BETTER. A SPIN OFF THE 'MONSTER TRUCKS' TREND, THE BESPOKE 'FATBIKES' AT COAST CYCLES ARE BOUND TO GET YOU THROUGH TRAFFIC ON TIME AND IN STYLE. WE GET UP CLOSE WITH FOUNDER TAN TO UNCOVER MORE BEHIND THIS UNIQUE CONCEPT SPACE THAT HOUSES A WORKSHOP, CAFE AND RETAIL STORE UNDER ONE ROOF.



## Hey Jansen, when did your passion for bicycle design kick in?

Well, I've been cycling since I was young as the bicycle was my first form of transport and somehow, a ticket to freedom. I used to mountain bike too and took that passion further when I started to train for bike trials and represented Singapore in various youth biking competitions. The bicycle designer in me really surfaced during my poly days, when it struck me that I needed a cool, urban ride that I could take to go meet friends. About two years ago, I finally put pen to paper and designed a cool frame for myself, which eventually led to the birth of Coast Cycles.

## How was it like being a national biking athlete?

My years as a carded national athlete were certainly fun, especially being able to represent our country for the sport I love. My first overseas competition was the most memorable. I remember struggling to adapt to the foreign climate and environment, even the food and terrain. The competition was really tough too.

## What makes Coast Cycles different from all other bike stores in Singapore?

Coast Cycles has a unique approach, which can't be found in other places – it

is a unified and engaging, end-to-end experience for anyone who walks through our doors. We design our bicycles locally as a sole manufacturer and distributor of our own brand, building on the experience of a community of people who are passionate about bicycles. We take a more intimate approach in finding the right product for our customers through an engaging and immersive service experience.

## What were some of the challenges you faced with this start-up?

As a new kid on the block, it takes time for people to know about the brand and to realise the true value that we are offering – the materials and components used in our bicycles are built to last in our tropical climate. Our bicycles require nearly zero maintenance and will easily look well-groomed, fresh and clean.

## In our fast-paced urban society, are you confident that bicycles are a popular mode of transport?

Commuting on a bicycle leaves no carbon footprint and you can go as far as you want. There is no limit to cycling as it can take you to places where a vehicle can't. I personally see cycling as a relaxing activity, where there is freedom and ease, to balance our fast-paced lifestyle in an urban environment.

## So what's going to be wheeled in next with Coast Cycles?

This is our only concept store in Singapore and we will continue to develop the business based on our vision of bringing forth well-designed urban transport solutions to the community.

## We had a great time last month at Binary! How did you come to collaborate with Darker Than Wax and how was it like working with them?

Dean Chew, co-founder of Darker Than Wax, is the interior designer for Coast Cycles and also curates the music playlist for our store. We are like-minded and decided to join forces to launch our brands together at this event. Having worked with Dean before on other architectural projects, prepping for this event went very smoothly and the event was a success. Great bunch of guys there over at DTW!

## Before we go, share with us your favourite biking route in Singapore.

Park connectors such as Punggol Waterway and Marina Barrage are beautiful and really stand out, but my favourite would have to be East Coast Park. **J**

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