

Let's Get On 'us Bikes



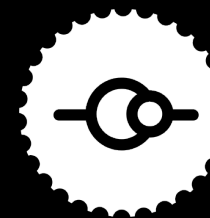
**FAT LAD
AT THE
BACK**





QUESTION:

What do you call a
cyclist who's always
at the back on the up
hills?

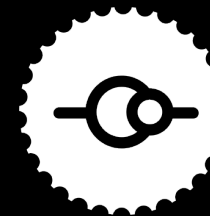


**FAT LAD
AT THE
BACK**



ANSWER:

The "Fat Lad At The
Back"



**FAT LAD
AT THE
BACK**

QUESTION:

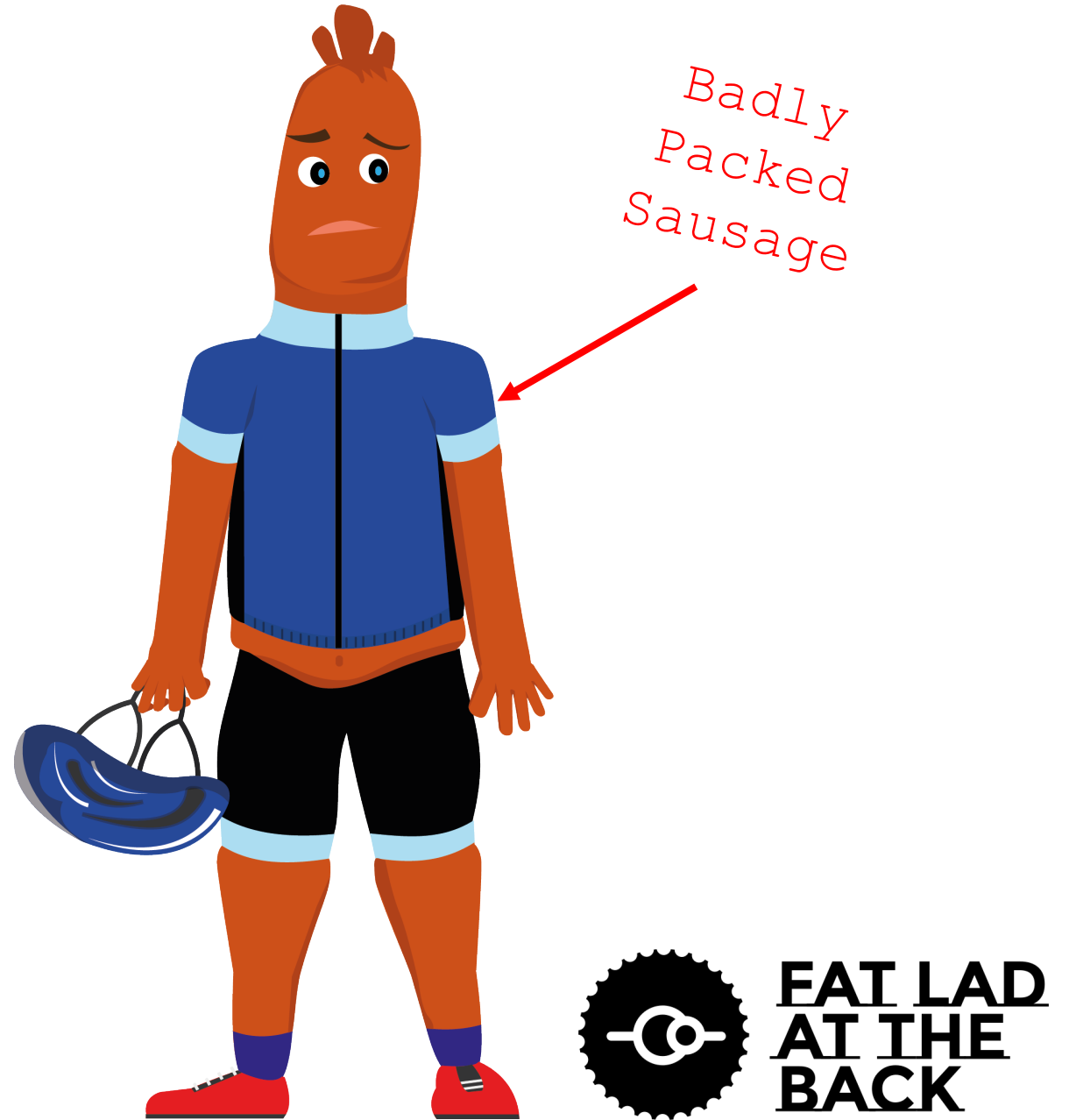
What do you do when you can't find any cycle wear to fit you?

ANSWER:

Set up a cycle wear business and name it after yourself

"I had other nicknames but we couldn't put any of those on a jersey"

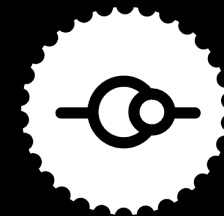
*Richard Bye
Co Founder/Original Fat Lad*





What Did We Want FLAB To Be?

- A community
- A place to belong / a tribe
- To be for everyone
- To bring the fun back into cycling
- A peoples brand not just a product
- Give support / a place to ask stupid questions
- To empower



**EAT LAD
AT THE
BACK**

"In celebration of those of us who are fighting (our flab) for a fitter body, who have struggled up never ending hills, dropped off the back of the pack, been overtaken by those twice their age and half their size, felt dejected, deflated and forlorn...

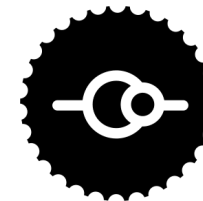
you are no longer alone, you are one of us, you are a fat lad at the back.
Join us and be proud.

We have carefully designed this garment to flatter all shapes and sizes so you'll look and feel good.

Cut to a realistic fit, we suggest that you wear a size which is close fitting enough to skim the skin, thus allowing the fabric to do its job, but not so tight as to give you the appearance of a shrink wrapped chicken."

How Did We Do It?

- Plain language
- Friendly
- Funny
- Non-elitist
- You can be weak
- Down to earth
- Call to action
- Real people
- Unapologetic
- Edgy
- Kit that fits



**EAT LAD
AT THE
BACK**

"My heart sinks when I hear people say 'you're not fat enough to be a Fat Lad' - this isn't a size exclusive brand. If you truly share our ethos of sport for all, then you're a FLAB"

- Richard Byrne
Co Founder

**WE'RE SEXY
AND WE KNOW IT!**



**IT DOESN'T MATTER
IF IT'S 10 MILES
AN HOUR OR
20 MILES
AN HOUR
IT'S STILL
AN HOUR**

**ALWAYS
CYCLE
WITH
A
SMILE**



**RULE #13 //
FREE YOUR
WAISTBAND
AND YOUR
LEGS WILL
FOLLOW**



**THIS IS NOT JUST A JERSEY
THIS IS A BADGE OF HONOUR
A SYMBOL OF BELONGING
A WAY OF LIFE
A STATE OF MIND
RECOGNITION OF THE MEN WE ARE
AND THE PIE WE EAT
WE ARE NO LONGER ALONE
ARE THE FAT LADS AT THE BACK
IN US AND BE PROUD**

**FORGET THE
STRAIGHT
AND
NARROW
WE LOVE
OUR
CURVES**



"It's not about being thin OR fat - it's about recognising that we're all on our own journeys and coming together to promote cycling and a healthier way of life for everyone, whatever their size"

- Richard Byrne
Co Founder

**"I'M EITHER WEARING IT,
RIDING IT OR I ATE IT"**



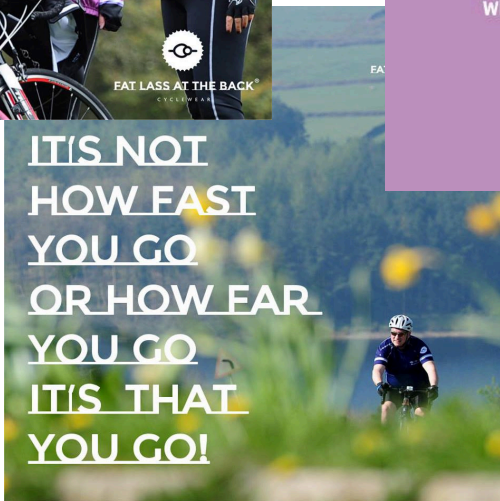
Later I shall eat cake



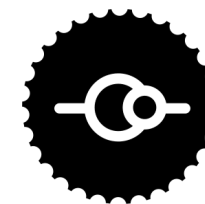
**GETTING
OFF
ISN'T
GIVING
UP**



**IT'S NOT
HOW FAST
YOU GO
OR HOW FAR
YOU GO
IT'S THAT
YOU GO!**



**A pie in both hands
is a balanced diet**

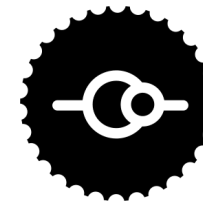


**FAT LAD
AT THE
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What's Stopping People?

- Feeling like a prat
- Not being good enough
- Not having anything to wear
- Not knowing what you're doing
- People being *mean* □ ↓ □



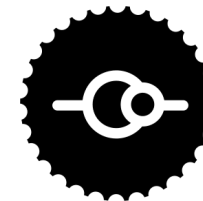
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Nigel Smith

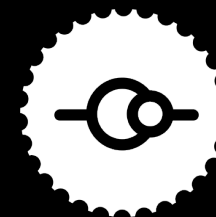
We could find and mug the as****e I met this morning with the 6k bike and all the gear who told me I was a disgrace to the sport because I have an entry level road bike and I'm fat and slow. He had nice wheels

33 minutes ago · Like · Reply · 😡 2



**EAT LAD
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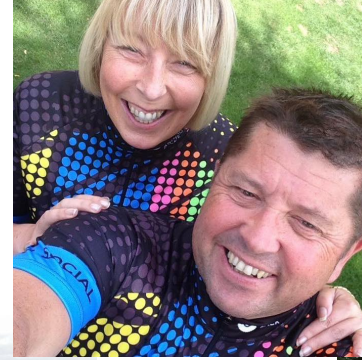
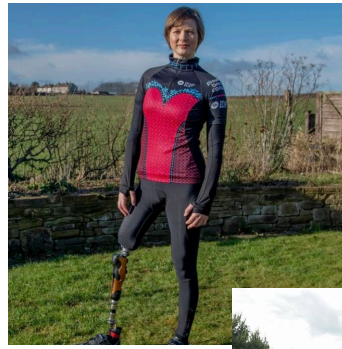
When You Put On
A Fat Lad Jersey
You Instantly Get
45,000 Friends



**FAT LAD
AT THE
BACK**

What Is Community?

- Not A Soap Box
- Forum ☐ ☐
- Movement
- Meeting place ☐
- Belonging ☐
- Inclusivity ☐
- Positivity ☐ ☐
- Sharing
- Confidence ☐
- Empowering
- Inspiring ☒
- Journey ☐ ☐ ♀ ☐ ☐ ♂ ☐



**EAT LAD
AT THE
BACK**



 **Keri Bramford-Hale** ► **Fat Lad At The Back Cycle Wear Community Forum**
9 hrs • 🌐

What you see here is someone in a FLAB jersey, a recent gift from my husband. I'm cycling quite a bit these days, having started pedalling around 5 years ago.

What you also see is a badge of honour: this jersey is a gift from my husband to celebrate coming off my meds following a complete mental breakdown in 2015. I've recovered from a time when I wanted to remove myself entirely from my my husband, parents, siblings, friends. It's no small coincidence that cycling has been hugely important in building me back together. It's now my most valuable tool in that mental health toolkit.

So I wear this jersey with pride. It's cycling communities like my local club, like Breeze women's rides, like all the people in this group who have



Donny's post



Forum

Monday at 10:18 • 🌐

Folks, I just want you to know that this is by far the nicest and most friendly group I've seen on Facebook. There's none of your normal jibes and jeers, but lots of encouraging and supportive comments to whatever achievements the members post here. You are a true example that people are not always arseholes.

It's an honour to be a member of this group. Thank you.



Like



Comment



Share



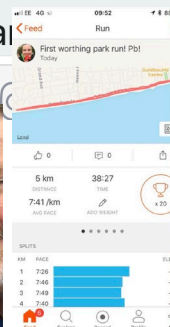
You + 95



Ian Dermondy

I have received so much encouragement and support from this group and it's members it's outstanding

Comment as Fat



Nick's post



Nick Mot ► **Fat Lad At The Back Cycle Wear Community Forum**

Yesterday at 08:01 • 🌐

1 year to the day I took up cycling on my birthday. What a difference cycling has had on my life fit & healthy now. I'm now a lad down from a spare tyre lol 😄. Had some great support from our flab forum. Keep peddling everyone 🚴🚴🚴🚴🚴🚴🚴



Azhar Qadir

This is such an awesome group of people. Thanks for helping me out. It was as **Adam Keenan** said. The holes inside the rim weren't fully covered by rim tape. Took it back to bike shop and they put a new rim tape on and been out for a ride and no loss of air. So far so good. Thanks again to all for being so helpful



Suzanne Blyth ► **Fat Lad At The Back Cycle Wear Community Forum**

21 June 2017 • Chichester • 🌐

This page is epic - so many like-minded and supportive folks. Today I have ridden to the start point for a Breeze ride that I normally drive to. It'll add 10 miles to my ride. I look like a beetroot and I'm sopping wet with sweat but it feels great



Diane Martin ► **Fat Lad At The Back Cycle Wear Community Forum**

15 June 2017 • Prestonpans • 🌐



Would just like to say what a fantastic, friendly and supportive group this is. Loving reading all the posts. I used to cycle all the time but had a bad crash on a group ride a couple of years ago, totally shattered my confidence but have slowly been trying to get back on the road this past few weeks. I'm very slow but getting there 😊



Like



Comment



Share



35



**FAT LAD
AT THE
BACK**

- Engagement
- Stories / Advocates
- Acceptance
- Influence
- Sales
- The Big Fat Bike Ride
- Flab Social Rides
- Café Connection

How Do We
Measure Our
Success?



Not Everyone Gets It!



"I've a friend that really likes your stuff, but I'll be blowed if I'm buying her anything with that catty comment on it.

The logo's fine so does everything you do have that nasty phrase on it?"

- *Not a customer*

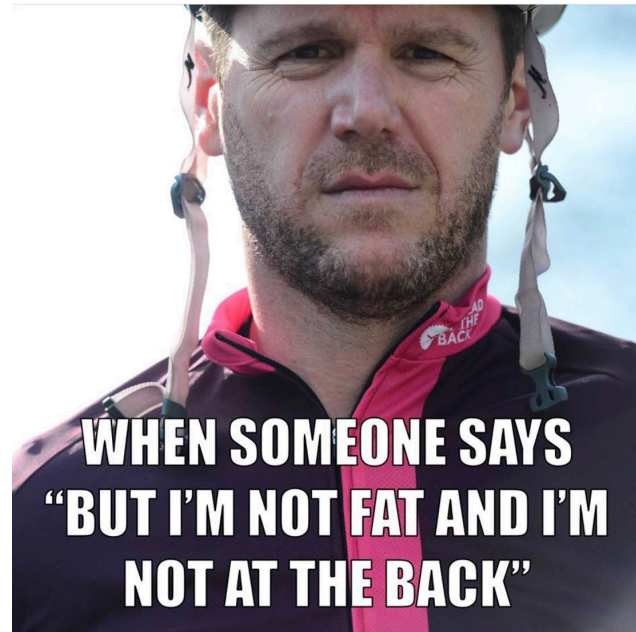


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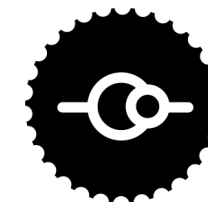
Some folk tell us they can't wear our clobber because they're not fat and they're not at the back. Sadly, we don't make a jersey with pillock on the back 🙄

You don't have to be fat to wear our gear!
We don't differentiate betwe... [See more](#)



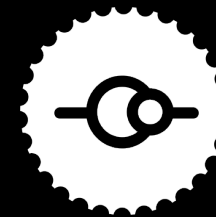
If only I had a penny for every time someone said "he's too thin to be a fat lad ..."

*Lynn Bye
Co Founder*



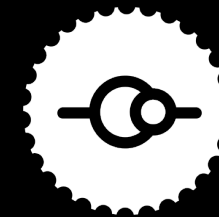
**EAT LAD
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We Make Cycle Wear
In All Sizes
Because People Of
All Sizes Cycle



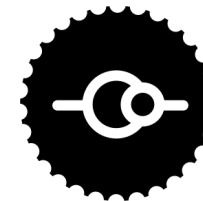
**FAT LAD
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How Do YOU Get People To
Participate?



**FAT LAD
AT THE
BACK**

- Get Under Their Skin – Understand their barriers
- Give Them A Reason – Make it worth it
- Make It Inclusive – You can be weak
- Make It Friendly And Fun
- Don't Judge – Non elitist
- Support Them
- Ask Them – Listen to them
- Mean It – Don't just talk the talk, walk the walk
- Don't Underestimate – They know when you're blagging
- Don't Be Beige – Risk being great
- Invest – This isn't a quick fix
- Stick To It – If it's the right message it will succeed
- Defend It – You might ruffle some feathers, you might offend
- Give Them Ownership – Belonging



**EAT LAD
AT THE
BACK**

One Of The Most Inclusive
Sportswear Brands In The World



FAT LAD
AT THE
BACK

JOIN US AND BE PROUD