



PRESS KIT
2023

Flaneur

OWN THE CITY



The Flâneur is independent,
passionate, agile, responsible and urban.
He is also a literary figure described
by Baudelaire as:

“

The Botanist of the asphalt

”

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FLANEURZ

Flaneurz comes from the will of four sneakerheads and wheel sports lovers, who wished to innovate in urban travel and soft mobility. After 3 years of R&D, the first product was launched in 2016: the detachable skates.

Designed, manufactured and assembled in France, Flaneurz products offer total flexibility. On foot or on eight wheels, the detachable skates allow you to assert your individuality.

The Flaneurz Clique is present in more than 75 countries, a community that continues to grow, for the pleasure of skating farther than ever.





“

Flaneurz is a dream-making machine.

The first is to walk or roll
with your favorite shoe;
the second to democratize a fun transport practice
adapted to the urban space of tomorrow.

”

Florian Gravier



TEAM

Flaneurz is at the crossroads of three passions: roller skating, sneakers and soft mobility.

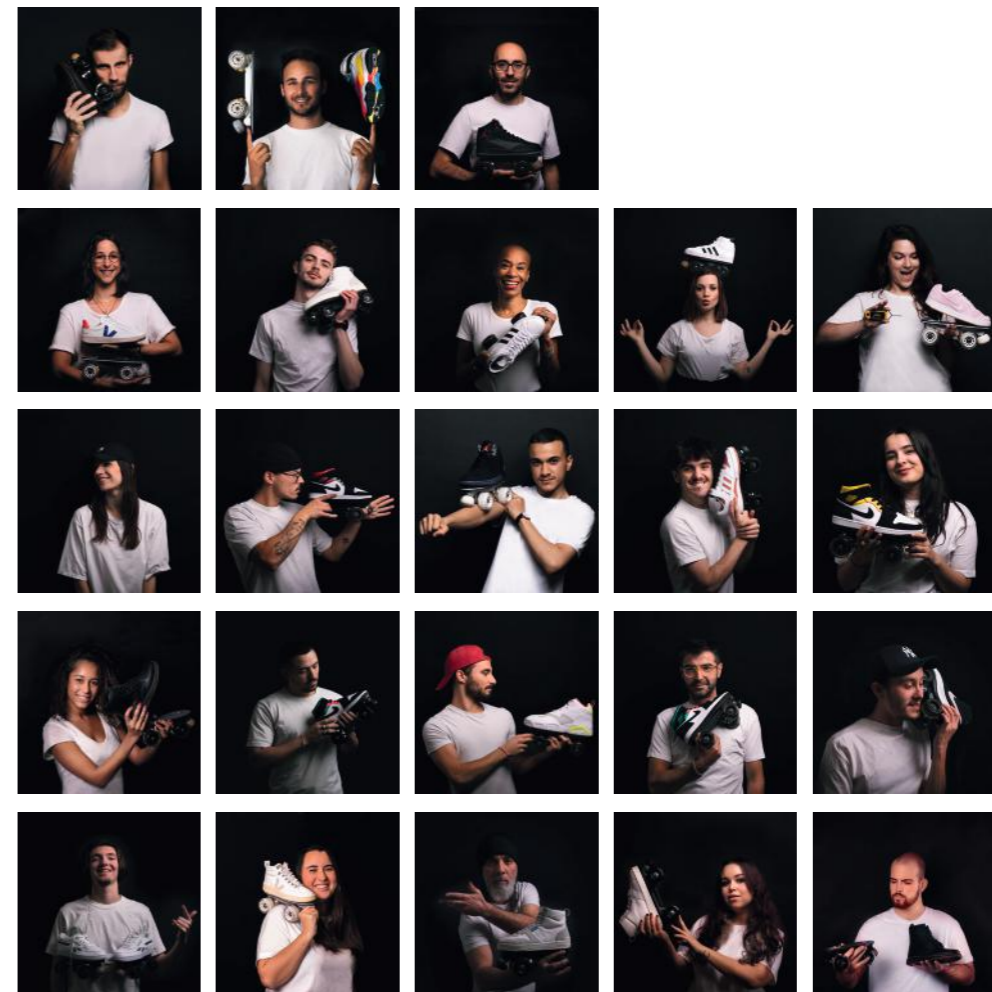
The project is carried by a motivated and optimistic team.

Some have joined the project out of nostalgia for their years of rollerskating competitions, others with the conviction that the urban space of tomorrow will favor soft mobility, or because of a sensitivity for fashion and the art of living.

It is through their openness to the world that Team members draw their resources and creativity to make the brand prosper beyond borders.

Composed of nearly 25 employees, all are united around common values and interests: indulgence, benevolence, innovation and creativity.

These fundamental points unite Flaneurz Team.



FLANEURZ IS...

/A sustainable innovation

During three years, Flaneurz Team devoted itself to the mechanical system R&D of its first product allowing the connection between a shoe and a rolling part.

This system, patented in 2015, is the result of exchanges between engineers and podiatrists to respect the foot comfort and allow proper sports practice.

It is made up of two parts, one part housed in the shoe sole and another part integrated into the frame.

The whole is the Flaneurz innovation which allows you to go from walking to skating in a few seconds.

/A fair mind

La Team souhaite réduire coût et empreinte carbone dans son processus de fabrication, de la réception des matières premières à la livraison des clients. Les supports développés pour la promotion du produit sont élaborés à partir de matières recyclées et/ou recyclables.

/Pantin

In order to make its product accessible and offer an experience to its community, the Flânerie opens its doors in Pantin. This place, which includes roller skates production, offices and the Flaneurz boutique, is located 2 km away from Paris.

Flaneurz contributes to the dynamism of the north-eastern Parisian suburbs, and to improve its image.





ÉTHICS



/The togetherness

For its own accessories, clip-off key and leash, Flaneurz works in collaboration with ESAT. This establishment offers social integration through work reserved for people with disabilities or in need of social and professional reintegration.

In addition, sponsorship has been in place since the start of the adventure with «Mobile en ville», a non-profit organization that organizes hikes and accompanies people with reduced mobility in wheelchairs.

For each product sold, a sum of money is donated to the non-profit organization.

/The non-profit organization: Flaneurz Roller Skating Club of Pantin

Active and non-polluting urban mobility is at the heart of Flaneurz commitments. Body energy is the only motor, far from the electric batteries found in many modern means of transportation.

Since June 2017, Flaneurz has been collaborating with the VEJA brand, whose sneakers are ethical, responsible, concerned about the environment, its manufacturers and its users.

A collaboration that offers fair skates.

/A soft and responsible mobility

One of the goals expressed when creating the brand is the skating practice democratization. Created in September 2020, the Flaneurz Roller Skating Club of Pantin contributes to the roller skating influence.

It offers private and public events including skating lessons for beginners, intermediates and/or advanced.



FRENCH SAVOIR-FAIRE



Offering a French product to promote the region's savoir-faire is a commitment that Team Flaneurz wishes to perpetuate.

The product innovation is based on a patented mechanical system made in France. The components and materials come from the large groups and French SMEs expertise. Likewise, the prototypes were designed within the Fablab des Arts et Métiers, in partnership with the National Institute of Podiatry.

/Roller Skates made in France

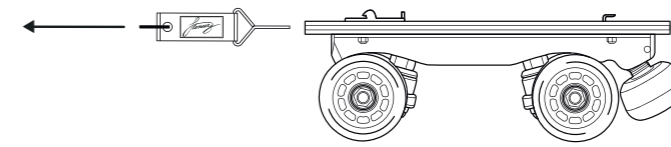
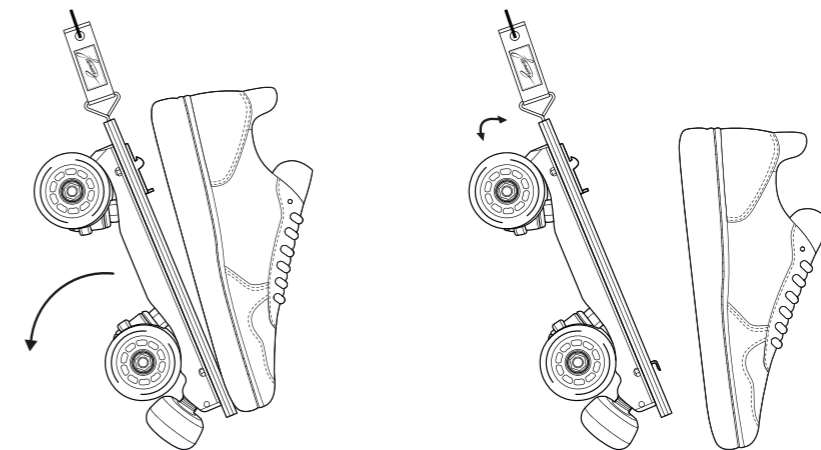
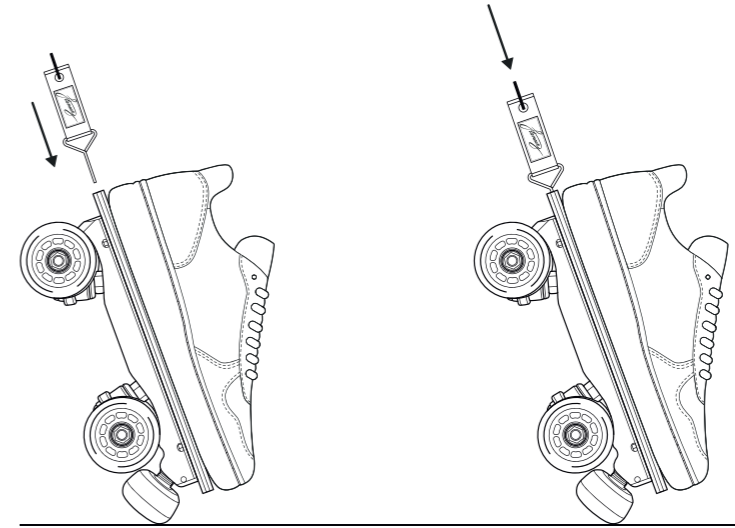
The mechanical system is made up of more than thirty parts designed and manufactured in France. Each product is made by hand. All of the components are chosen for their technicality and quality.

Six machines and two hours of painstaking work are needed to produce one Flaneurz detachable skates pair. Each model is unique and guarantees optimal rendering.

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INNOVATION





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In order to adapt to the skating practices and levels, Flaneurz offers two rolling parts series. The technical specifications (frame, wheels, bearings, etc.) vary.

The mechanical system, allowing the connection between the boot and the rolling part, is common.

The Iconic rolling parts are ideal for regular urban journeys as well as for walks. If the objective is to develop a more athletic practice, or if the technique is already confirmed from the start, the Premium range is indicated.

Thanks to the detachable Flaneurz roller skates, urban journeys are fun and ecological.

Roller skating is an endurance sport like walking, running or cycling, with multiple benefits: cardiovascular, pulmonary, articular.

The skater thus develops a sense of balance, flexibility and reflexes, while toning the muscles of the glutes, hips and pelvis.

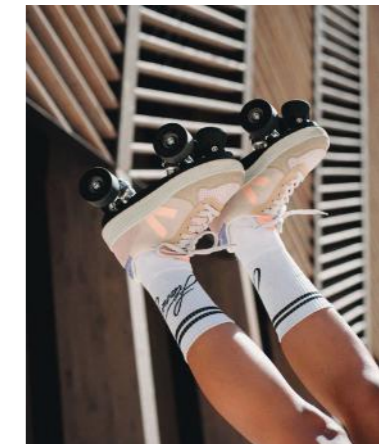
For its second ready-to-wear collection, Flaneurz marks the identity of the skater with three unisex pieces. The sweatshirt, t-shirt and socks, affirm the urban universe of street skating.

The Flaneurz Clique is united around a passion and a style. The timeless roller skate culture imbued this new collection with refined graphics, highlighting the Flaneurz innovation: the detachable roller skates.

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READY TO WEAR



OFFER



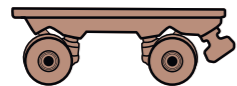
You have two choices / Two choices are available.



/Would you like to leave with a model of our collections?
READY-TO-ROLL PACK



/Would you prefer to create your own model or unique detachable skates ?
CUSTOM READY-TO-ROLL



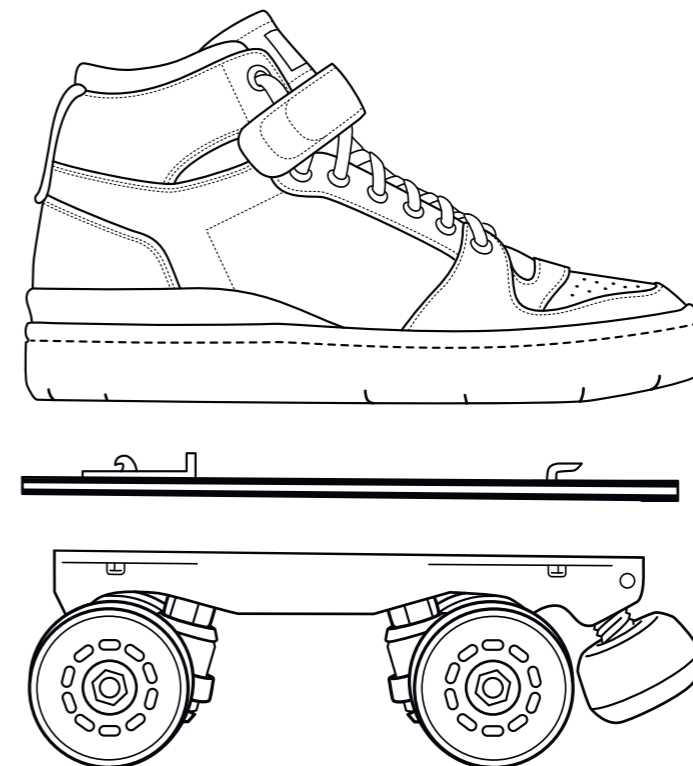
Which Flaneurz roller parts series suits you best?

/ICONIC

This series is an invitation to roller skating pleasures.
Recommended for strollers wishing to skate outdoors regularly,
it combines ground asperities absorption and maneuverability.

/PREMIUM

This series meets seasoned skaters expectations.
Precise and sturdy, it is adapted for technical practices
(urban skating, initiation to a sport practice...).



/



*Movement, speed and modernity
are represented by the «z»
which is also a nod to American street culture
where the «s» is often replaced
by «z» as in «Boyz and Girlz»*









#flaneurz #flaneurzclique

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