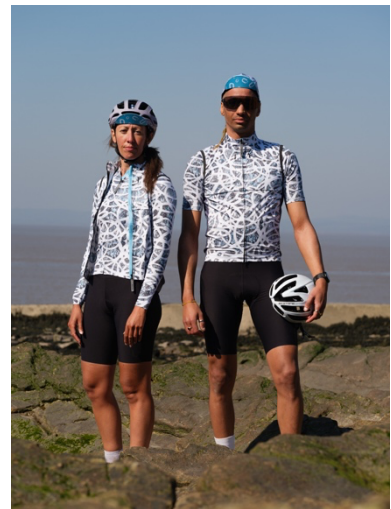


KOSTÜME

PRESS RELEASE

Art in Motion: Kostüme x Adam Ball Fuses Fine Art with Award Winning Small Batch Cycling Apparel in Exclusive #EDIT009 Collab

April 2026, BRISTOL, UK – Kostüme's latest preorder batch brings limited edition artwork to high performance fabrics, available for 10 days only.



Small batch preorder cycling apparel pioneer, Kostüme, has partnered with contemporary British artist, Adam Ball for an exclusive collaboration. A limited-edition collection of just 350 pieces worldwide, it merges high-performance apparel with fine art precision.

The print for the collection is taken directly from an original painting created by Ball exclusively for Kostüme. It draws on energy patterns found in nature, organic flows and dynamic forms, and is intended to mirror the rhythmic circular motions that relate to riding a bicycle. The print was carefully adapted for use across Kostüme's high-end recycled technical fabrics, including Polartec Power Shield RPM which is used in the Cargo Gilet. Special attention has been paid to how the colours and lines translate to high-stretch materials.

Bristol-based Kostüme sells direct to customers in over 30 countries and manufactures only what people commit to purchase in each batch. By eliminating the overstock, discounting and waste found in the legacy apparel mode, Kostüme is able to invest up to three times more in its product specifications. The results are industry-leading sustainability credentials and customer ratings, multiple product awards, as well as elite athlete adoption in the shape of endurance world record holder, Sarah Ruggins.

Bartlett says: *“This collaboration with Adam runs much deeper than the visual artwork, because we share a history together, and also an ethos. His process, like ours, means he creates very few works each year, making each one extremely special. And, faced with taking the easy route or the longer - but ultimately more rewarding - direction, he will always choose the latter. We’ve spent a huge amount of time and care discussing, producing and finessing this collection that far outweighs anything that came before, and I could not be prouder of the results”.*

Adam Ball, who is celebrated for his monumental outdoor light installation - *Until the Day You Feel Good* - at the [Royal Papworth Hospital in Cambridge](#) said: *“I wanted the artwork that I created for Kostüme to feel dynamic. For that cyclical, circular motion and flurry of movement to be evident when the cyclist wears it”.*

Ball, known for his meticulous studio practice, found natural alignment with Kostüme’s approach to product development. *“One of the things that links Kostüme and me is that details matter. Getting things right matters. As an artist, if there’s a long way and a slow way of doing something I always do it the slow way”.*

“Cycling understands marginal gains better than almost any sport, those tiny adjustments make a huge difference. That obsession with refinement is something I deeply relate to,” said Ball.

“I make very few artworks because I spend so much time getting it right. Even my prints are incredibly small runs. Because these pieces are limited edition, you have to get it right first time and that’s why Kostüme’s model feels so natural to me,” says Ball.

Released as a strictly limited drop of just 350 pieces worldwide, the collection will be available for just 10 days. Once sold out, it will not be restocked or reproduced. #EDIT009 goes on sale from midday on Friday 1st May until midnight on Sunday 10th May 2026. Preorders open exclusively via <https://kostume.cc/>

The collection comprises: Short & Long Sleeve UPF50 Cargo Jersey (M&F), Sleeveless & Long Sleeve Base Layer (M&F), Windproof Cargo Gilet (M&F), Standard & Cargo Bib Short (M&F), Cycling Cap, Snood.

#EDIT009: where performance meets art. Available exclusively via kostume.cc.

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[Download images here.](#)

NOTES TO EDITORS

About Kostume: Founded in 2020 in Bristol, UK, Kostüme is a performance-led activewear brand built on a new and fundamentally different operating model. By producing limited-edition preorder batches - and manufacturing only what customers have committed to purchase - Kostüme eliminates the systemic overproduction and perpetual discounting that defines the contemporary apparel retail landscape. Capital that would typically be tied up in excess inventory is instead redirected into world-class materials, real-world product innovation and performance engineering. The result is category-defining apparel trusted by world-record-setting endurance athletes and everyday riders alike: technically advanced, sustainably produced, and engineered for comfort and performance over any distance. Originally rooted in Audax and ultra-distance cycling, Kostüme now sells direct to customers in over 30 countries under its guiding principle: Made to Matter. www.kostume.cc

About Adam Ball: is a British contemporary artist whose work explores energy, pattern, and the intersection of art and science. Over the past decade, he has collaborated with scientists and institutions to translate natural and biological processes into intricate visual forms, from chromosome-based self-portraits to large-scale public installations. His work has been exhibited internationally, including an external, permanent installation at Royal Papworth Hospital in Cambridge and museums in Dallas and Bahrain. Known for his meticulous, time-intensive process, Ball produces limited editions, emphasizing craft, detail, and the enduring impact of his pieces. www.adamballonline.com