

{ CHECK THIS OUT! }

Avoid "Helmet Head" and Make a Fashion Statement



Invisibly Fashionable

Now, you can cycle in style with an "invisible" bicycle helmet that doubles as a fashion statement. The new **Hövding**, is unlike any other bicycle helmet on the market. It's ergonomic, it's practical, and can blend with your cycling clothing of choice – from sporty to chic. Hövding is a collar that contains a folded up airbag that inflates only if you have an accident. If they can do it for cars, why not bicycles? Designed by the Swedish firm by the same name, the Hövding is also this year's winner of the coveted INDEX Award for "Designs to Improve Life."

Hövding—INDEX: Award Winner 2011, PLAY Category