

## CUSTOMIZED COUTURE HELMETS FOR THE SCOOTER SET

 MOBILITY & TRANSPORT

As we like to say, everything can be upgraded, and everything can be personalized. And safety helmets are no exception. French brand [Les Ateliers Ruby](#) already sold bespoke helmets, and now also offers their high-end service online. Using the Ruby Costume A-La-Carte configurator, customers can choose from ten graphic decorations, 26 colours and three types of paint finish. Only one helmet type is currently available but another will be added later this month and two more models will appear by spring 2009. Prices are EUR 657 for a plain paint job or EUR 710 for a custom paint job. For those who feel the configurator isn't enough for their personalization needs, the direct input of Les Ateliers Ruby is given as part of its offline Made-to-Measure service. Customers can make an appointment to receive expert advice on their envisaged design. Fortunately for worried parents and spouses, the emphasis on style hasn't sidelined safety: Les Ateliers Ruby ensures helmets meet national safety standards for both US and European customers, with Japanese requirements being met next. Car sales continue to drop, but [as reported](#) by CNN Money, "scooter sales were up 66% in the first half of 2008 compared to a year ago, while motorcycle sales overall only ticked up 0.5%." Time to start catering to the new scooter set? (Related: [Stylish helmets for urban cyclists](#).) Spotted by: Tristan Daeschner

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