GOLDGENIE PRESS RELEASE

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Headline

Ten Years On: Goldgenie Opens Its Archive on the $250,000 Gold Racing Bike

Subheadline

A decade after it sold from the company's Dubai store, the British customisation house publishes the photography and broadcast footage - and explains the three components it deliberately left ungilded.

Body

Ten years after it sold from the company's Dubai store, Goldgenie has published archive footage of its 24K Gold Racing Bike as the bicycle appeared in Pandora's "Turning the World to Gold" campaign, broadcast internationally in 2015.

The bicycle was supplied by Goldgenie for the production. It was not a prop built for filming or a replica: it was the working machine, hand-plated across the frame, forks, rims, chain, seat post, crankset, spokes and handlebars in pure 24-carat gold.

What the camera did not show is the part that mattered most. The tyres, brake pads and bearings were deliberately left unplated, so the bicycle would still ride.

"We wanted to create a gold-plated bike that works," said Laban Roomes, founder of Goldgenie. "So gold plated brake pads, tyres and anything else that took away from the bike actually working on a practical level was out of the question."

The bicycle sold in 2016 from Goldgenie's Dubai retail store, for approximately $250,000, to a local buyer. Three were sold in total; one of the three was commissioned with diamond detailing added.

Each component is dismantled, polished, masked, plated and reassembled by hand, a process taking four to six weeks. Every bike is supplied with a Goldgenie Certificate of Authenticity confirming the finish is pure 24-carat gold, and carries a lifetime warranty on the plated components.

Goldgenie has customised objects in precious metals since 1995, working across technology, timepieces, jewellery, interiors and one-off commissions - from a single piece of jewellery to a yacht interior. Founder Laban Roomes took the business through BBC Dragons' Den in 2007. The company operates from Dubai with a London service centre.

The footage is published as part of a wider programme to make the Goldgenie broadcast archive publicly accessible for the first time, at goldgenie.com/tv/.

Bespoke commissions in the same technique are undertaken to order, including diamond detailing, premium saddles and engraved nameplates.

About Goldgenie

Goldgenie has worked in precious metals since 1995, customising technology, watches, jewellery and bespoke objects in 24k gold, rose gold and platinum. The company operates from Dubai with a London service centre and ships worldwide by DHL Express.

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Note to editors - this paragraph must be published, not cut

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