

Shapeshifter

There isn't always an easy or secure way to store your helmet after a bike ride, which is why Jeff Woolf, a British inventor, has come up with the Morpher – a foldable helmet that collapses into a package small enough to fit into most bags. The Morpher's convenience doesn't 40 its protection: its manufacturer, Strategic Sports, says the helmet exceeds most safety standards.

Morpher helmet

Morpherhelmet.com, \$110 (£69) plus P&P

Focus, 2014

