

# Our idea through history

A project that has its roots into Renaissance

### Garments as symbol

During the Italian Renaissance artistic expressions were able to reach valuable peaks and novelty even in the field of garments. A new meaning is given to models, shapes and colors: no longer only a symbolic value but a tool through which the desire of "beauty" could be told.

The Renaissance portrait is strongly related to the tradition. In fact, starting from ancient medals, it exploits a single presentation schema, with a celebratory and commemorative aim: the profile.





The sleeves of clothes start to become critical and valuable elements, due to the relevant importance of materials and patterns chosen.

They were not sewn to the garment, but instead they were detached and changed according to the different occasions: they were a clear signal of social belonging.

It was understandable who was in front of you just by looking at this specific detail.

This is the origin of Mànega, namely "sleeve" in the Milanese dialect, thus inspiring the design and the membership to our brand.

# "È tutto un altro paio di maniche"

*Literal: "it is a whole different pair of sleeves" Figurative: "it is a whole different kettle of fish"* 

During the Renaissance, sleeves were the reference point for prestigious dresses. These, in fact, were rich in embroidery, patterns and precious elements to enrich their value.

From this custom comes the saying "it's a whole different pair of sleeves" and from this detail, our name: Mànega, which in the Milanese dialect means, in fact, "sleeve".

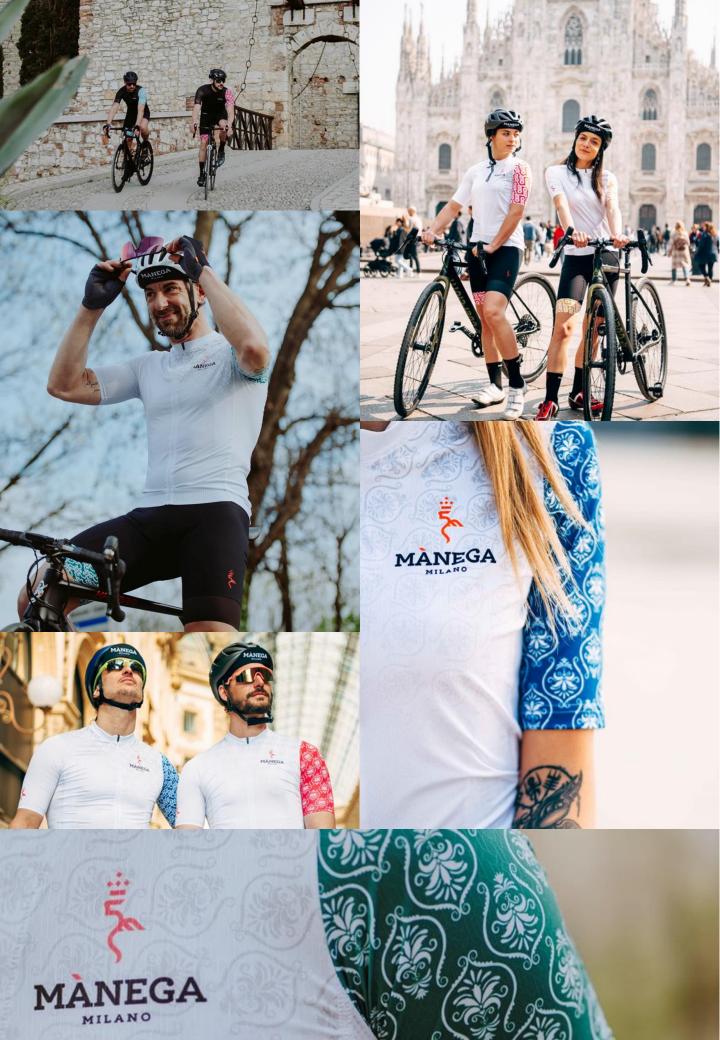
## Living cycling

Riding a bike is not only a sport or just a physical activity, but also a personal and social activity.

In fact, one of the best nuances of cycling is the freedom of chatting, verbalizing, stopping and sharing a moment, a landscaper, or simply drinking a coffee and taking a picture.

Riding a bike, to us, is this and even more: it is the ability of expressing yourself.





# From sketch to collection

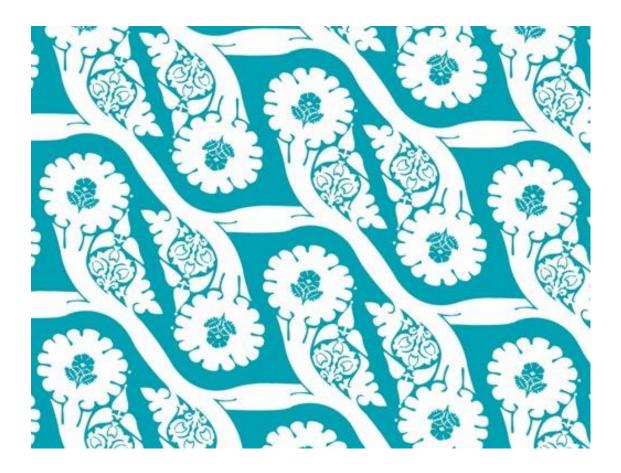
Cycling, history and style, in a single product

### The '400 patterns

#### Cammino

Old patterns were used to follow two compositional schemes defined with particular names, still used today.

"A cammino" (the path) is the drawing consisting of a pattern expanding horizontally, with a staggered repetition creating a chess board effect.



### Sempreviva

Damasco

Inspired by a perennial plant that grows in arid and inaccessible places, in the oldest symbolism it referred to the legend of the lord of Milan. As the prophecy wanted, he would be right of his enemies only after waiting for these plants to grow strong and luxuriant.

Therefore, a celebration of patience and perseverance.

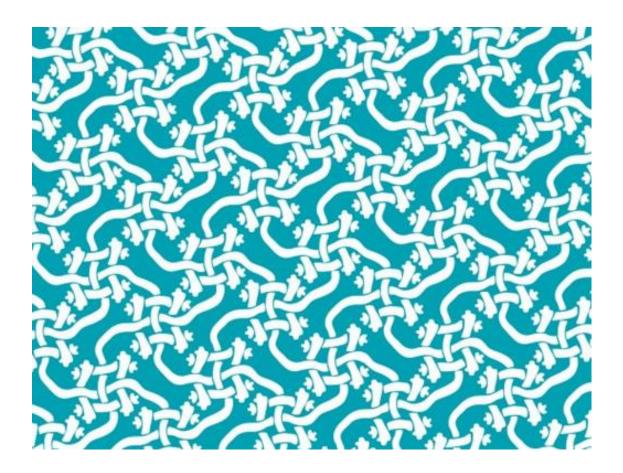


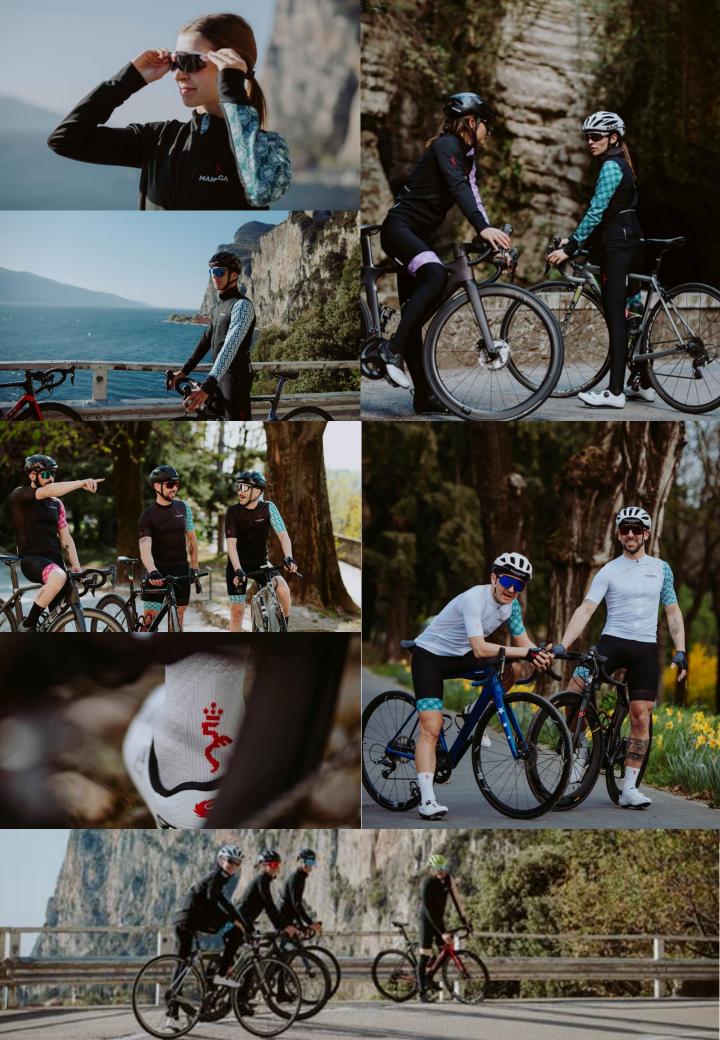
### The knots of Leonardo

Vinci

The Tuscan inventor made up the extraordinary three-color velvet commissioned by Ludovico il Moro in 1494 to celebrate the investiture of Duchy of Milan.

The Florentine genius is the creator of the woven belt of knots, a pattern frequently recalled in his paintings such as the portrait of Cecilia Gallinari, the woman portrayed in «The Lady with an Ermine» in 1490.





# Mànega products

Mixing quality with the Italian glamour

#### Summer Jersey



**●**>15°



Available in several patterns

The summer jersey presents an **ergonomic cut** that grants a comfortable and modern fit. Realized with polyester microfibre fabric it grants an high degree of **elasticity** and **breathability**.



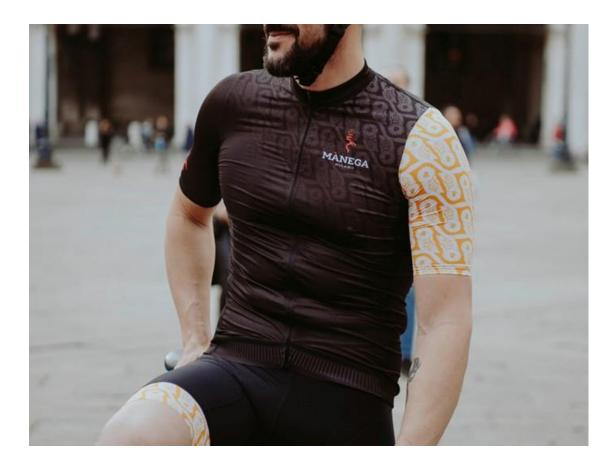
Front zipper YKK® with CamLock® closure



Fourth pocket with a zip to store your essentials during the ride



Reflective bands on the edges of the three pockets



#### Summer Shorts



**↓** >15°



Available in several patterns

Summer shorts realized with a polyamide circular fabric, **super-opaque** and **anti-UV**, which adapts to the shape of the body **like a second skin**.

The **ergonomic shoulder straps** help stabilize the position of the **Elastic Interface® pad**, which is ideal for long rides.

The finishing of the garment is made with four needles seams while the stitching of the case back is realized with the t**ristich technique** granting a high degree elasticity and a better resistance.



Elastic Interface Pad – Lasting for more than 8H



#### Winter Jacket





Available in several patterns

Winter jacket made of technical fabric with a composition of windproof and membrane for the bust and sides, while a breathable fabric has been chosen for the back for better body thermoregulation.



Front zipper YKK® with CamLock® closure



Reflective bands on the edges of the three pockets



DWR water-repellent



Fourth pocket with a zip to store your essentials during the ride











#### Tights





Available in several patterns

Made of brushed and fleeced fabric with DWR treatment for perfect heat retention during the coldest outings and unprecedented waterproofness.

The ergonomic straps help keep the position of the Elastic Interface® pad stable.

The finish of the garment was made with flat 4-needle stitching, while the tristich technique was used for the stitching of the bottom for high elasticity and better resistance.



#### Cammellotto

\*7

**5° / 15°** Comfort: **•••••** 

Unique pattern

This product is made of breathable brushed fabric to maintain heat, but it is designed to cope with mid-season conditions thanks to a water-repellent treatment that is maintained with simple ironing.



Front zipper YKK® with CamLock® closure



Reflective bands on the edges of the three pockets



DWR water-repellent



Fourth pocket with a zip to store your essentials during the ride

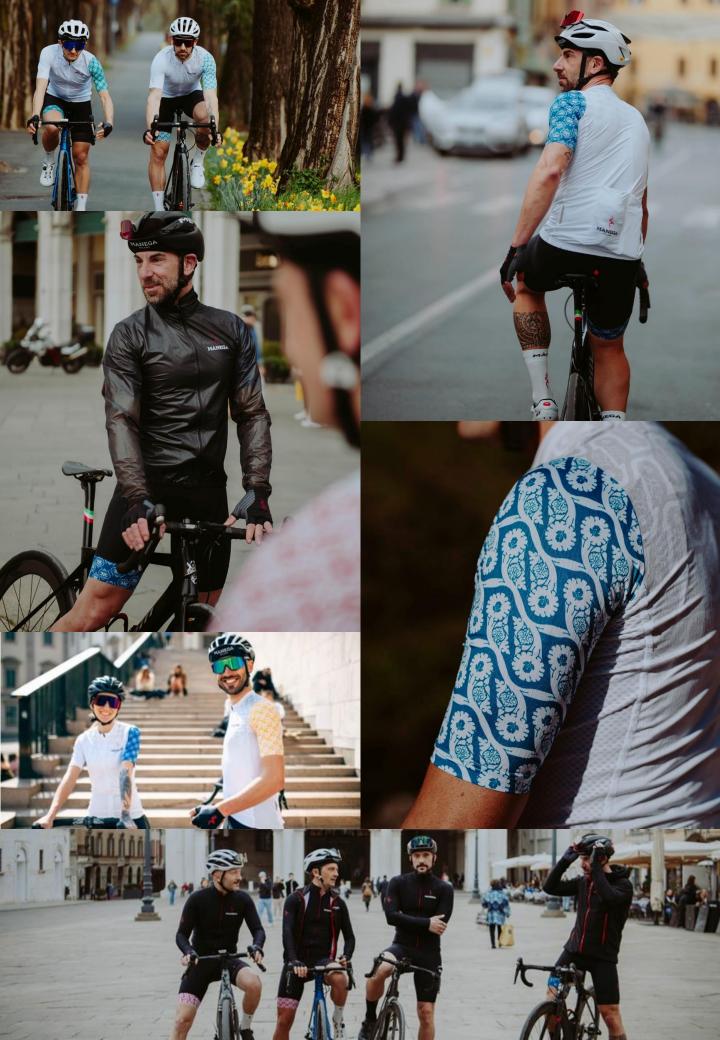












#### Windproof gilet





Unique pattern

Thanks to the protective membrane, it ensures the **best comfort** from wind, mid-season cold and humidity.

The **lightness** of the garment allows you to fold it easily and **save space** in the back pocket of the shirt.



Front zipper YKK® with CamLock® closure



**Reflective bands** on the edges of the three pockets





#### Windproof vest





Unique pattern

Made of windproof and water-resistant technical fabric.

The membrane present on the whole garment allows total protection from the wind, while the heat seals make the garment waterproof.

The **lightness** of the garment allows you to fold it easily and **save space** in the back pocket of the shirt.

It lends itself to being used in **every season**, even in winter in support of more thoughtful garments.

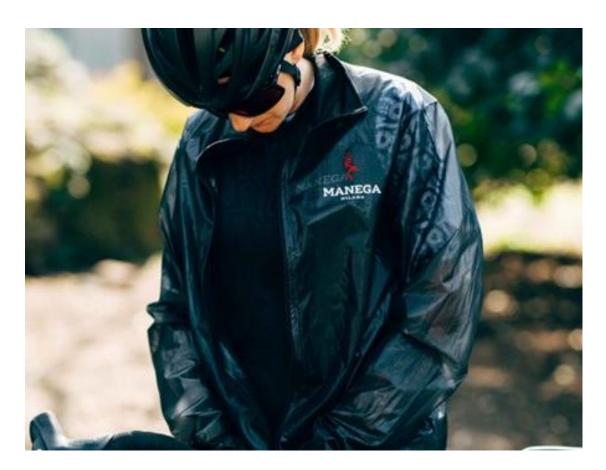


Front zipper YKK® with CamLock® closure

Waterproof



Windproof



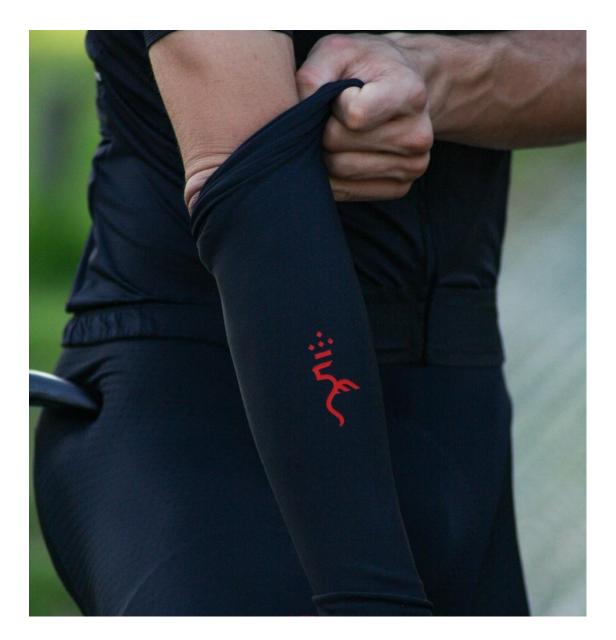
#### Arm and Leg warmers



Unique pattern

Both made of **breathable brushed fabric** to maintain heat.

Ideal for dealing with **mid-season conditions**, when the coldest temperatures have not yet arrived or are giving way to spring.



#### Cap and Buffer



Unique pattern

Made in three panels of polyester with a visor to protect from the sun.

The fabric allows **excellent ventilation** and thanks to the elastic inner band and multiple panels, offers **perfect comfort**. It fits perfectly to protect your neck and mouth on the coldest days.

The **lightness of the fabric** makes this product easy to wear, avoiding sensations of encumbrance.





#### Summer Gloves and Socks



Unique pattern

The summer glove is constructed using the **Elastic Interface® Palm**, the first elastic, seamless and threedimensional palm.

Helping with the padding on the palm to **absorb vibrations**, the summer glove offers **perfect comfort.**  Summer socks made of **skill life fabric**, cool and breathable.

Thanks to the anatomical heel, it adapts to the fit best.

> Resistant threads and embroidered details allow a high durability.





#### **Bike Bag**



Unique pattern

The bike bag **protects the bike** from dust, moisture or scratches during transport.

Made of **elastic material**, it fits to all types of bicycles. A very useful accessory also to protect the cleanliness of the car if you want to transport the bike inside.





#### Waterproof Hoodie



Comfort:

Unique pattern

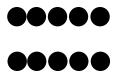
The Mànega sweatshirt is the hoody model that combines technical features and **urban design**.

A distinctive garment for protection and style. The fabric benefits from a long-lasting water-repellent Protect DWR treatment, to keep the surface of the fabric fresh and dry, ensuring soft comfort and optimal breathability.



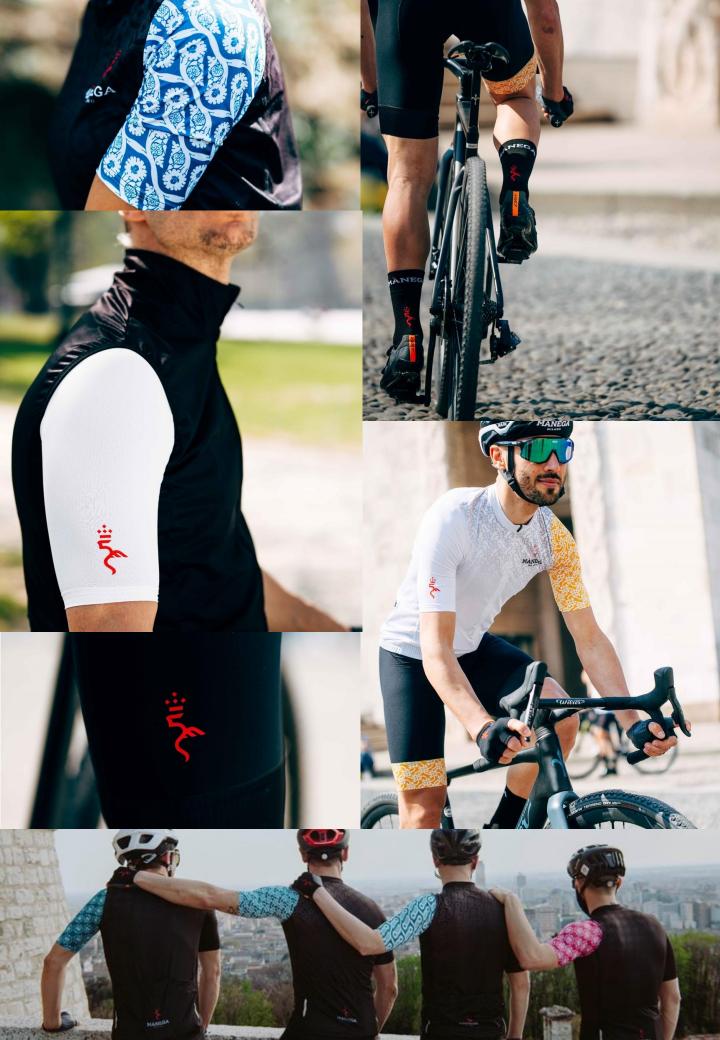
DWR water-repellent

Waterproof



Windproof



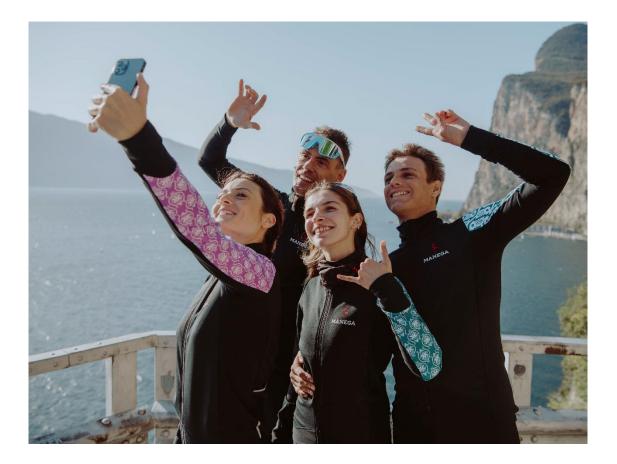




How to become and advantages

#### Requirements The steps

- Own an Instagram profile and be a Mànega follower (Facebook and Instagram)
  - Get a Mànega kit, using a coupon (see table in the next page) based on the number of Followers and Engagement rate of your profile
    - Wearing your Mànega kit, share at least a post using the following hashtags: #manega #manegamilano #manegawear #manegacycling



### Immediate Benefits

**Discount brackets** 

Discount	IG Followers	Engagement
50%	<1.000	≧7,2%
60%	1.000-5.000	≧ 5,3%
70%	5.001-10.000	≧ 3,7%
80%	10.001-100.000	≧2,1%
100%	>100.000	≧1,1%

The presented discount brackets are exclusively valid for the purchase of one of the following kit:

- Summer jersey + Bib shorts + Summer sock
  - Winter Jacket + Tights

If the Engagement required is not reached within the Follower bracket, then it will be applied the Discount referring to the lower bracket.

For all purchases of products for personal use, a discount starting from 15% will automatically be applied.



# Required activities

Once satisfied all the requirements, you will be provided with a Coupon code with a 12-months validity; by that expiration, the candidate should:

- Encourage the sale with the Coupon code Mànega products for at least € 1.000
- Share at least a Post and/or a Story every 15 days tagging official pages and recalling the following hashtags: #manega #manegamilano #manegawear #manegacycling

Once these goals have been met, you will receive:

- The Mànega Kit
- The contractual proposal (the non-acceptance of the contractual proposal does not imply the return of the Kit)



#### Kit Mànega What it includes

- Summer Kit
- Cammellotto
- Winter Kit
- Windproof Gilet

- Windproof Vest
- Buffer
- Socks
- Cap

• Summer Gloves

The Mànega Kit has a market value equal to the target threshold of € 1.000 envisaged on sales with the assigned Promotional Code



#### ContractualProposal What and which activities are entailed

The contractual proposal does not require constraints neither of contractual subordination nor result

The activities of an Ambassador can be addressed on three fronts:

- Promotion on Social
- Hosts engagement
- Sale to Shops

In the overall proposal, the Ambassador assumes the role of Agent

The selection process for those interested only in selling to stores includes a direct interview with our managers



#### Social Promotion Guidelines

- The modality of Social promotion is free, with the only constraint to not damage the brand image of Mànega with out-of-scope choices.
- Posts and Stories have to have sharp and high-quality content
- Content reminding the Mànega philosophy should be used: for example, glimpses with panoramic beauties and Italian monuments, convivial and sporting moments with friends, etc.
- Match posts with hashtags: #manega, #manegamilano, #manegawear, #manegacycling
- Avoid controversy and maintain a tone of communication that does not damage the Mànega Brand (if in doubt, ask for a judgment)

#### Examples OK e KO



#manega #manegamilano #manegawear #manegacycling #bellagiornata #sonoaltop #qirettoinbici #selfie



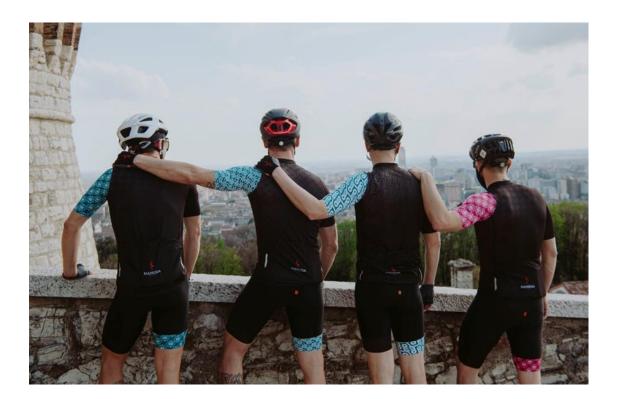


#io #vadoinbci #viaggio

#### Hosts and Shops

An additional opportunity to Ambassadors

- Hosts are entrepreneurial realities linked to the world of hospitality that are interested in promoting Manega Products or buying them to gift them to their customers.
- Shops are businesses with a commercial establishment for direct sales to customers
- There are not territorial constraints for selling to Hosts and Shops, but proximity to them facilitates their relationship
- Hosts may be connected to an Ambassador, becoming part of the second level network of the latter
- Hosts and Shops must be aligned to the Mànega brand image
- Available to sale Products are exclusively the ones present on www.manega.cc and they are no products other than those indicated



#### Additional Information

Valid on the market proposition

- No additional discounts are granted on top of those present on www.manega.cc for Customers buying without using a Promotional Code
- Mànega reserves the right to directly contract some interesting Hosts and/or Shops
- Mànega reserves the right to grant proprietary discount codes parallel to the ones used by Hosts and Ambassador





#### **Discounts and Commissions**

#### Mànega Community is an opportunity

CONDITIONS APPLIED TO DIFFERENT INTERLOCUTORS			
E-Commerce Customers	Hosts	Shops	
<ul> <li>Products with Selling price (VAT incl.) ≥ 50€: 10% discount on the Selling Price for purchases with Promotional Code</li> <li>Products with Selling price (VAT incl.) &lt; 50€: no discount even if the Promotional Code is being used during the purchase</li> <li>E-commerce Customers have the same discounts with both Ambassador and Host Promotional Codes</li> </ul>	<ul> <li>Direct purchase from E-commerce customers with Host's Promotional Code:</li> <li>Products with Selling price (VAT incl.) ≥ 50€: 10% discount on the Selling Price</li> <li>Products with Selling price (VAT incl.) &lt; 50€: 2% discount on the Selling Price</li> <li>Direct purchase from a Host: conditions applied to shops are applied in this case</li> </ul>	Reserved for contract Agents	
ASSOCIATED COMMISSIONS FOR AGENTS (commissions are referred to prices VAT excl.)			
<ul> <li>Products with Selling price (VAT incl.) ≥ 50€: 10% discount on the Selling Price</li> </ul>	<ul> <li>Direct purchase from E-commerce customers with Host's Promotional Code:</li> </ul>		
<ul> <li>Products with Selling price (VAT incl.) &lt; 50€: 2% discount on the Selling Price</li> </ul>	<ul> <li>Products with Selling price (VAT incl.) ≥ 50€: 5% discount on the Selling Price</li> </ul>	Reserved for contract	
	<ul> <li>Products with Selling price (VAT incl.) &lt; 50€: 2% discount on the Selling Price</li> </ul>	Agents	
	• Direct purchase from a Host: conditions applied to shops are applied in this case		

# Companies

Create your unique image with the graphic customization of our products

#### Mànega x Your Company

What are the opportunities?

Companies can give a touch of personality to our products by applying their company logo. This allows you to create a coherent and recognizable image without altering the essence and history of our patterns.





#### Case history

Collaborations

#### **Fondation Omnes**

Barone Ricasoli



