

## Media Contacts

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## For further information

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## Introducing the new Check Jerseys.

### Check Jerseys for Men and Women

An evergreen pattern with a romantic and classy taste for a Jersey with a strong personality.

Made of a premium dyed Italian fabric, the Check Jersey is perfectly tailored to the rider's body and it guarantees high breathability even on the hottest days.

The women version is specifically dedicated to the female body.

The race-fit neck and the Pro-Peloton longer sleeves are distinctive features that make this Jersey performing and extremely comfortable. The overall look is classy and trendy thanks to the precious check inserts both on the chest and on one of the rear roomy pockets.

This romantic Jersey has several details which make it ideal for every kind of ride: a covered reversed full-length zip with Cam Lock puller and an inner bottom zip cover, a silicone waist gripper with our Worth The Effort pay-off and the inevitable reflective La Passione wordmark and Hold The Line logo.

### ▪ Men's Check Jerseys

3 color variants: Black, Blue, White.

### KEY FEATURES

Two fabrics Made in Italy  
High stretch, close-fitting Pro cut  
Close-cut ergonomic collar  
Covered reversed full length zip with Cam Lock puller  
Inner bottom zip cover for safe Bib Shorts  
Silicone waist gripper in Worth The Effort style  
Three reinforced rear pockets  
Reflective Hold the Line logo on the back  
Reflective La Passione wordmark on the right sleeve  
Product weight: 112g / 3.95oz

## Head Office

**La Passione Srl**  
Via Campagnola 52/B  
25080 Manerba del Garda (BS)  
Italy

■ **Women's Check Jerseys**

2 color variants: Black, Porto

**KEY FEATURES**

Two fabrics Made in Italy  
High stretch, close-fitting Pro cut  
Close-cut ergonomic collar  
Covered reversed full length zip with Cam Lock puller  
Inner bottom zip cover for safe Bib Shorts  
Silicone waist gripper in Worth The Effort style  
Three reinforced rear pockets  
Reflective Hold the Line logo on the back  
Reflective La Passione wordmark on the right sleeve  
Product weight: 98g / 3.45oz

**PRICES**

Check Jersey Men: EUR 78 | GBP 68 | USD 89 | AUD 125

Check Jersey Women: EUR 74 | GBP 65 | USD 85 | AUD 117

In line with the fair pricing policy La Passione follows thanks to his radically different approach and his DTC business model.

**LINK**

<https://www.lapassione.cc/pages/check-collection>

**PHOTOS**

<http://bit.ly/CheckCollection>

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**La Passione** has been quickly growing since the foundation in 2015, and this 2019 is going to be an exciting year of new collections and technical upgradings.

As the Founder & CEO **Giuliano Ragazzi** claims: *"The aim is to become a benchmark for all those cyclists looking for a new, smart way of following their passion, dressing well and comfortably in the saddle without always having to pay the huge mark-up due to all the stately marketing campaigns and sponsorships a company choose to do."*

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