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Introducing the new Geometric Collection.

■ Minimal Jerseys for Men and Women

Minimal but not ordinary, this collection is designed for all demanding cyclists who look for both the performance of an aero shape and the comfort for simplicity but who like to stand out.

The Geometric Jerseys for him and for her are realized using a combination of the best performing Italian fabrics and a specific minimal construction which make this Jersey aero, neat and really stylish. They have a close-fitted Pro cut, a laser cut collar, longer "Pro Peloton" laser raw-cut sleeves and three reinforced rear pockets.

The main body is made of highly stretchable fabric, the side panels are made of a breathable fabric, while the sleeves are in a stretchable polyester fabric to stay right in place.

These Jerseys are enriched with some distinguishing features like a covered reversed full-length zip with Cam Lock puller, an inner bottom zip cover and the silicone waist gripper with our Worth The Effort pay-off.

Last but not least: La Passione wordmark on the right sleeve and the Hold The Line logos on the pockets.

Men's Minimal Geometric Jerseys

4 color variants: Black, Blue, Porto, White

KEY FEATURES

Three fabrics Made in Italy
High stretch, close-fitting Pro cut
Laser close-cut collar
Laser raw-cut long sleeves
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
3M Scotchlite rear reflective stripe
Hold the Line logo on the back
La Passione wordmark on the right sleeve
Product weight: 124g / 4.37oz
La Passione wordmark on the right shoulder
The Product weights 128g / 4.5oz

Head Office

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

Women's Minimal Geometric Jerseys

2 color variants: Blue, Porto

KEY FEATURES

Three fabrics Made in Italy
High stretch, close-fitting Pro cut
Laser close-cut collar
Laser raw-cut long sleeves
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
3M Scotchlite rear reflective stripe
Hold the Line logo on the back
La Passione wordmark on the right sleeve
Product weight: 102g / 3.6oz

■ **Geometric Bib Shorts (just for Men)**

3 color variants: Black, Blue, Dark Grey

A limited edition of our Palmares Bib Shorts with a nice geometric detail. Same as our Palmares Bib Shorts they are suitable for all needs. Essential, with a timeless, classic design, these 100% Made in Italy Bib Shorts are an elegant compromise between style and functionality.

They are made of a highly technical 44 Super Light Power Lycra, guaranteeing exceptional compression and shape retention. The Pad, is manufactured by leading market E.I.T. Cytech and allows you to remain comfortable for more than six hours in the saddle.

These Bib Shorts are enriched with both functional and aesthetic details like a white La Passione logo on the right leg and 3M Scotchlite rear reflective stripes.

The leg hems are lycra laser raw-cut inserts with inner silicone gripper and on the right leg there is a Geometric print.

KEY FEATURES

Made in Italy
Tailored Fit for an ideal position on the saddle
Highly compressive main body fabric
Moisture wicking
E.I.T. Cytech Italian Pad, naturally bacteriostatic with 4 way stretch
Four needle flat-stitched seams
Non-slip silicone leg grippers
White logo on the right leg
3M Scotchlite rear reflective stripe
Product weight: 186g / 6.56oz

▪ **Geometric Neck Warmers**

3 color variants: Black, Blue, White

Our new geometric Neckwarmers are made in Repreve®, the world's leading recycled fabric.

Repreve® is the outstanding, most trusted, branded performance fiber made from recycled materials (including plastic bottles).

Recycled bottles are transformed into an amazing fiber with high properties like wicking, adaptive warming and cooling, water repellency, reliable and durable quality.

Warm, fast drying and versatile, this neck warmer is extremely fashion thanks to the accurate graphics to be matched to the whole Geometric Collection.

Choosing a product that comes from recycled materials is a way to feel closer to our planet.

KEY FEATURES

Made in Italy

Repreve® fabric

Seamless design

Temperature regulating

Fast drying

Compact and packable

Multiple uses

▪ **Geometric Socks**

3 color variants: Black, Blue, White

The new Geometric Socks are produced using the Meryl® Skinlife™, an Italian extra light yarn embossed in a texture which provides a comfy, slightly compressive wearability, for improving blood flow and muscle support.

This innovative polyamide yarn is enriched with silver ions which guarantee anti-bacterial, and odour-resistant features providing you with excellent moisture wicking and comfort even on the hottest days.

Created with extra ankle length our socks are the final touch of style to complete the outfit.

These Socks can be matched both with our Minimal Geometric Jerseys and Bib Shorts or with any solid color kits.

KEY FEATURES

Made in Italy

Luxurious Meryl® Skinlife™ fiber

Compressive embossed wearability

Ergonomical shaped fit

Odor-resistant yarn

6" / 15 cm cuff

▪ **PRICES**

MNL Geometric Jersey Men: EUR 80 | GBP 69 | USD 90 | AUD 127

MNL Geometric Jersey Women: EUR 76 | GBP 66 | USD 87 | AUD 120

Geometric Bib Shorts: EUR 110 | GBP 95 | USD 125 | AUD 176

Geometric Neck Warmers: EUR 15 | GBP 13 | USD 18 | AUD 24

Geometric Socks: EUR 12 | GBP 11 | USD 15 | AUD 20

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/geometric-collection>

PHOTOS

<http://bit.ly/LP2019GeometricPress>

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.”*
