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March 2019

Introducing the second release of the Stripes Collection.

Ultimate Stripes Jerseys for men and women.

Stripes are a classic pattern that never seems to go out of style.

That's why we decided to offer a new release of the already successful La Passione Stripes.

The Ultimate Jerseys Stripes are made of three different fabrics among the best performing Made in Italy ones. This construction guarantees high breathability and easy drying.

Both Men and Women's versions are designed with our usual attention to details and comfort.

Among the main features, this Jersey is characterised by a close-cut ergonomic collar, a firm elastic breathable fabric with internal silicone gripper at the end of the sleeves, three reinforced rear pockets and a reversed zip with Cam Lock puller and bottom zip garage.

No matter the season, stripes proved to be timeless, classic staples. This collection is that touch of elegance for every cycling wardrobe.

■ Men's Ultimate Jerseys Stripes

4 color variants: Black/White, Blue/White, White/Blue, White/Hortensia

KEY FEATURES

Three fabrics Made in Italy
High stretch, close-fitting Pro cut
Close-cut ergonomic collar
Sleeves enriched with elastic breathable fabric and internal silicon gripper
Micro mesh side panels for a better breathability
Reversed full length zip with Cam Lock puller
Bottom zip garage for safe Bibs
Silicone waist gripper
Three reinforced rear pockets
3M Scotchlite rear reflective stripe
Hold the Line logo on the back
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 Ultimate Jerseys Stripes**

3 color variants: Blue/White, Pink/White, White/Hortensia

KEY FEATURES

Three fabrics Made in Italy
High stretch, close-fitting Pro cut
Close-cut ergonomic collar
Sleeves enriched with elastic breathable fabric
and internal silicon gripper
Micro mesh side panels for a better breathability
Reversed full length zip with Cam Lock puller
Bottom zip garage for safe Bibs
Silicone waist gripper
Three reinforced rear pockets
3M Scotchlite rear reflective stripe
Hold the Line logo on the back
La Passione wordmark on the right shoulder
The Product weights 109g / 3.84oz

■ **Stripes Neck Warmers**

Our new Stripes Neck Warmers 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 Stripes Collection.

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

Available in 4 color variants: Black/White, Blue/White, White/Blue, White/Hortensia

KEY FEATURES

Made in Italy
Repreve® fabric
Seamless design
Temperature regulating
Fast drying
Compact and packable
Multiple uses

■ **Stripes Socks**

The new Stripes Socks are produced using Meryl® Skinlife™: an Italian extra light yarn embossed in a texture which provides a comfy, slightly compressive wearability, to improve 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 Ultimate Stripes Jerseys or with solid color kits.

Available in 4 color variants: Black/White, Blue/White, White/Blue, White/Hortensia

KEY FEATURES

Made in Italy

Luxurious Meryl® Skinlife™ fiber

Compressive embossed wearability

Ergonomical shaped fit

Odor-resistant yarn

6" / 15 cm cuff

PRICES

Ultimate Jersey Stripes Men: EUR 75 | GBP 65 | USD 87 | AUD 123

Ultimate Jersey Stripes Women: EUR 72 | GBP 63 | USD 84 | AUD 116

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

Stripes 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/stripes-ss2019>

PHOTOS

<http://bit.ly/StripesPress>

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."*
