

SPORTSWEAR + INNOVATION + DESIGN

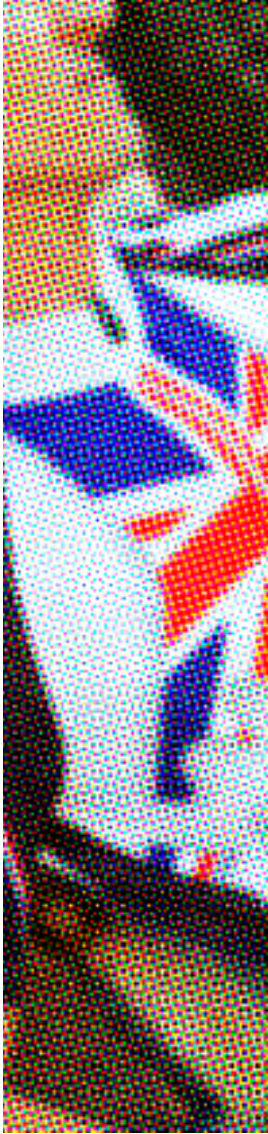
36028[®]



CYCLING IS LIKE LIVING.
THERE ARE NO MATHEMATICAL FORMULAS
WHEN YOU ARE FACING AN OPPONENT.
IT IS ALL ABOUT BEING ABLE TO SUFFER MORE THAN HIM.
THE GREATEST CHAMPIONS HAVE ALWAYS
MADE THE DIFFERENCE THANKS TO THEIR HEART.

[L. A.]







BECOMING AN EXPERT IN PRODUCING ITEMS FOR TECHNO-SPORT CLOTHING MEANS WORKING FOR PEOPLE WHO WANT TO LIVE THEIR SPORT ACTIVITY AT BEST, WITH COMMITMENT AND ENTHUSIASM.

36028 MISSION IS PRECISELY THIS: TO CREATE PRODUCTS THAT ALLOW ATHLETES AND FANS TO EXCLUSIVELY FOCUS ON THE SPORTING ACTIVITY, WITH NO LIMITS OR OBSTACLES, TOTALLY FREE.

36028 OPERATES IN VENETO, AN ITALIAN REGION THAT HAS ALWAYS BEEN STANDING OUT FOR ITS DEVOTION TO WORK, CONCRETENESS, PRECISION, PASSION AND DETERMINATION. IN THIS GEOGRAPHIC AND CULTURAL CONTEXT, 36028 HAS REACHED AN AMBITIOUS GOAL: TO ASSIMILATE AND CONVEY THE FEATURES OF THIS TERRITORY INTO A SPORT-CLOTHING CONCEPT.

THE
CONCEPT



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TO GO BEYOND YOUR LIMITS

CYCLING IS THE REFERENCE SPORT FOR 36028 PRODUCTION, THE ONE THAT BEST EMBODIES THE BRAND VALUES.

CYCLING IS A LONG SEARCHING JOURNEY, IT IS THE STRAIN TO TRY AND GO BEYOND YOUR OWN LIMITS, IT IS THE SUCCESS YOU OBTAIN ONLY THROUGH DEVOTION AND COMMITMENT.

WHILE CYCLING, YOU CANNOT STOP, THE BICYCLE STANDS AND MOVES ONLY THANKS TO THE ENERGY AND MOVEMENT THAT ARE PRODUCED; 36020 TOO DEPENDS ON HUMAN PASSION AND NEEDS TO BE SUPPORTED AND GUIDED BY THE ENERGY AND INTELLIGENCE OF MEN WHO CONSTANTLY INVEST ON RESEARCH AND DEVELOPMENT.









THE BRAND HAS QUICKLY REACHED A GREAT FAME AND A STRONG APPEAL IN THE NATIONAL MARKET OF SPORTSWEAR. THIS PROVES THAT 36028 PROVIDES UNIQUE HIGH QUALITY PRODUCTS THAT CAN MERGE FUNCTIONALITY AND COMFORT WITH THE CURRENT STYLISTIC TRENDS.

DESPITE BEING AN EMERGENT BRAND IN THE MARKET OF SPORTS CLOTHING, 36028 SUCCESS HAS DEEP ROOTS: IT EMPLOYS THE TECHNIQUES AND THE KNOW-HOW OF A COMPETENT STAFF WITH A LONG EXPERIENCE IN PRODUCING TECHNICAL CLOTHING FOR FAMOUS BRANDS.





**PASSION,
STRENGTH
AND
SUCCESS**



**DESIGN AND
QUALITY**





CUTTING-EDGE DESIGN, HIGH-QUALITY MATERIALS AND GREAT ATTENTION TO DETAILS ARE THE FEATURES CHARACTERIZING 36028 PRODUCTS. EACH DETAIL, EACH SEAM, EACH SUPPORT IS DESIGNED TO PROVIDE EVERY ATHLETE WITH GREAT COMFORT TO EXPRESS THEMSELVES AT THEIR BEST REACHING THE LIMITS OF THEIR PHYSICAL AND MENTAL SKILLS.







MOVEMENT + 95%

COMFORT + 80%

ENERGY + 100%

MATERIALS ARE ACCURATELY SELECTED AND ELABORATED STARTING FROM THE SPECIFIC CHARACTERISTICS OF A SINGLE MODEL: THE AIM IS TO PROVIDE AN ITEM THAT GOES ALONG WITH EVERY SINGLE MOVEMENT OF THE ATHLETE WHILE PRACTICING.





PUSH YOUR SKILLS TO THE LIMIT

SPORTS LIKE CYCLING ENTAIL A LARGE ENERGETIC WASTE AND A BIG PHYSICAL EFFORT; TO EASE BODY FATIGUE AND INCREASE WELLNESS WHILE PRACTICING, FABRICS ARE ELASTIC, LIGHT AND HIGHLY TRANSPIRING. SEAMS, STUFFINGS AND ELASTIC COMPONENTS ARE ERGONOMIC AND RIGOROUSLY ANTI-ALLERGIC.

EVERY ATHLETE HAS DIFFERENT NEEDS, DIFFERENT WAYS TO LIVE SPORT ACTIVITY AND TO INTERACT WITH IT: PROFESSIONALS DO NOT HAVE THE SAME NEEDS AS AMATEURS.

36028 PRODUCES CLOTHING LINES THAT CAN BE CUSTOMIZED ACCORDING TO THE DIFFERENT LEVELS OF APPROACHING A SPORT ACTIVITY.



**RESEARCH
DEVELOPM**



**AND
ENT**

EXPERIENCE RESEARCH PROJECT


IF YOU ARE A RIDER, YOU KNOW THAT TO CROSS THE FINISHING LINE YOU NEED TO PROCEED GRADUALLY, **STEP BY STEP**. YOU NEED TO GO ON UNFAILINGLY AND MOVE FORWARD IN THE SAME DIRECTION, NO LOOKING BACK, **ALWAYS TENDING TO THE LINE, TO A NEW DESTINATION, TO A NEW FUTURE.**

SPORT IS EVOLVING FAST AND CONTINUOUSLY. ATHLETES' NEEDS BECOME MORE AND MORE SPECIFIC. THE DESIRE OF IMPROVING THEIR PERFORMANCES GET MORE AND MORE PRESSING. THE LONG AND CONSOLIDATED EXPERIENCE IN PRODUCING CLOTHING ITEMS WOULD BE VAIN AND USELESS WITH NO STUDY, RESEARCH AND DESIGN.









36028 HAS SUCCEEDED IN MERGING
EXPERIENCE AND RESEARCH IN A HARMONIC
AND FRUITFUL WAY, LEARNING TECHNICAL
SKILLS AND STARTING A PROCESS OF
INNOVATION AND CONSTANT IMPROVEMENT.

PROGRESS, QUALITY AND VERSATILITY MAKE
36028 THE TECHNICAL CLOTHING LINE IDEAL
FOR SPORT ACTIVITY.


REACHING HIGH-QUALITY STANDARDS
HAS BEEN POSSIBLE ONLY IN VIRTUE
OF THE PASSION FOR RESEARCH AND
DEVELOPMENT THAT EVERY DAY THE ÉQUIPE OF
PROFESSIONALS AT WORK SHOWS.

**100%
MADE
IN ITALY**









REMOVING WHAT IS IN EXCESS, FOCUSING ON
WHAT MATTERS, PRIVILEGING LINEARITY DOES
NOT MEAN LACK OF AESTHETIC CARE. MADE
IN ITALY PERFECTION AND EXCELLENCE HAVE
BEEN REACHED ALSO BY **LOOKING FOR WHAT IS
ESSENTIAL.**

36028 SPORTS CLOTHING COLLECTIONS ARE IN LINE WITH THE STYLE AND DESIGN THAT ALLOWED ITALIAN PRODUCTS TO STAND OUT WORLDWIDE, DESPITE FOCUSING MAINLY ON CONCRETENESS AND FUNCTIONALITY.

AT ANY RATE, ITALIAN PRODUCTION IS NOT FAMOUS THROUGHOUT THE WORLD ONLY FOR THE HIGH AESTHETIC STANDARDS: MADE IN ITALY ALSO MEANS EXPERIENCE, TRADITION, CRAFTSMANSHIP, ATTENTION TO DETAILS, DURABILITY. THESE ARE THE FEATURES CHARACTERIZING 36028 PROJECT SINCE THE BEGINNING.

ALL 36028 PRODUCTS ARE TOTALLY REALIZED WITHIN THE COMPANY: THIS ALLOWS TO KEEP EVERY SINGLE PRODUCTIVE AND TECHNICAL DETAIL UNDER CONTROL TO ASSURE TOP-QUALITY STANDARDS.

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