

BECYCLE

Pitti Immagine enters the world of cycling: BECYCLE explores the new style of the two wheels

The historical start of the Tour de France from Florence presents a unique opportunity to launch a new event dedicated to the world of bicycles, cycling, bike tourism, and pedal-powered lifestyles. BECYCLE will take place from June 26 to 28 at Stazione Leopolda, also featuring the exposition of Sir Paul Smith's unique collection

In just a few days, the eyes of the global cycling community will turn to **Florence**, ready to welcome and celebrate the 111th edition of the **Tour de France**, the world's premier cycling event, which will start from Italy for the first time on **Saturday, June 29**.

For cycling lovers, the festivities in Florence will begin a few days earlier, and in style: **from June 26 to 28, 2024**, Florence and its **Stazione Leopolda** will host the inaugural edition of BECYCLE. This innovative event dedicated to the world of bicycles marks **Pitti Immagine's** entry into the cycling world, in collaboration with **Rouleur**.

From top-level sports to everyday life, from gravel adventures to urban style and mobility, today bicycles offer plenty of ways to discover and express oneself, creating ever-stronger connections with a variety of different branches and niches, including **elegance, excellence, and lifestyles**.

This is where Pitti Immagine comes in, as explained by CEO **Raffaello Napoleone**: "*Pitti Immagine has long extended its activities beyond the confines of fashion, reinterpreting established exhibition formats to meet the needs and peculiarities of other significant sectors for modern lifestyles. We couldn't pass on a unique opportunity like the Grand Départ of the Tour from Florence and the resulting presence of the international cycling community in the city—organizers, sports institutions, teams, athletes, sponsors, manufacturers, press, tour operators, enthusiasts—to launch a Pitti event in the exciting world of bicycles.*"

BECYCLE emerges in conjunction with the start of the Grande Boucle from Florence, but its vision extends much further, with the ambition to propose an innovative format at both Italian and European levels, capable of drawing attention from brands, destinations, stakeholders, and thousands of enthusiasts year after year.

In its debut year, BECYCLE boasts a high-profile lineup from every perspective, as highlighted by **Agostino Poletto**, General Manager of Pitti Immagine: "*Our event combines various elements that make the kaleidoscope of today's bicycle world. At Stazione Leopolda, a qualified selection of the best brands in the bike, apparel, and accessories sectors will be featured, along with regions and territories that are international excellences in bike tourism and sustainable mobility.*"

*"Among the exhibitors will be iconic brands of the Italian bike industry, starting with **Colnago, De Rosa, and Campagnolo**, alongside with more excellences like **Passoni, 3T, and Pard**, the apparel of **Q36.5** and **Nalini**, top-tier footwear from **Northwave** and **Sidi**, as well as international leading companies like **Cervelo** and **Assos**."*

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*“The destinations and bike tourism segment will be represented by **Tuscany, Basilicata, Emilia-Romagna, Piedmont – Langhe Monferrato Roero, Veneto, Valtellina, Varese**, the international allure of **Gran Canaria**, the charm of **Eroica**, also featuring an original **Gino Bartali** jersey, and the stories from **Ediciclo Editore**,”* added Poletto.

During the three-day event, BECYCLE will also gather personalities and key figures from the cycling world, taking the floor on the two stages in the Stazione Leopolda in a stacked program of **talks**, ranging from top-level sports to mobility, from product design to technology, travel and bike tourism stories.

Enthusiasts will have the chance to hear stories from great champions such as **Vincenzo Nibali, Paolo Bettini, and Maurizio Fondriest**, be captivated by the boundless adventures of **Omar Di Felice**, learn about the plans of Italian national coach **Daniele Bennati** a month before the Olympics, and view the cycling universe from different perspectives, such as the ones of bike manufacturer **Cristiano De Rosa**, nutrition expert **Elena Casiraghi** or Sports Manager **Alex Carera**.

Plenty of interesting topics will be discussed by international experts on the stage dedicated to tourism and destinations: best practices in **bike tourism, smart cities, bike economy, mobility**, the new **gravel** and **wine tourism** trends. This is just the beginning: the full program and the names of all the speakers can be found at **becycle.pittimmagine.com**.

Adding further value to the event will be partners like **Enervit**, Rouleur's **Airstream**, and **PITTI Mags**, Pitti Immagine's blue newsstand featuring the best magazines on cycling culture, sports, fashion, art, design, travel, food, and lifestyle.

From June 26 to 28, the Stazione Leopolda will also welcome **national and international media** representatives from the bike sector, tourism, and general interests, along with groups of **international tour operators**, making BECYCLE a high-profile meeting point for the **B2B** segment. The event aims to become a significant global reference for the sector in the coming years.

PAUL SMITH'S EXCLUSIVE EXHIBITION AT BECYCLE

For those who love style and cycling, BECYCLE is an irresistible attraction.

Among those who share these two passions is **Sir Paul Smith**. The British fashion enthusiast, who recently made waves at Pitti Uomo with his SS25 line, is a well-known cycling enthusiast, from his early-age ambition to become a professional cyclist to his high-profile collaborations with teams, manufacturers, and athletes.

Paul Smith's passion has shaped into **an extraordinary collection** of bicycles, both antique and contemporary, vintage jerseys, and cycling memorabilia. This passion gave birth to **Paul's World of Cycling**, an exclusive exhibition that will allow BECYCLE visitors to admire the best of Paul Smith's collection.

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The stylist will also take the stage at BECYCLE in a conversation with Italian writer Fabio Genovesi, scheduled for the afternoon of **Friday, June 28, at 4:10 PM**, where he will discuss his collection and his special relationship with cycling.

For more information, visit **becycle.pittimmagine.com**

Milan (Italy), June 18, 2024

Credits

BECYCLE is organized

In collaboration with:

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STARRING AT BECYCLE

Cycling Industry

3T Bikes

Nalini

Assos Of Switzerland

Northwave

Campagnolo

Pard

Cervélo Cycles

Passoni

Colnago

Q36.5

De Rosa

Sidi

Bike Tourism and Destinations

Ediciclo Editore

Regione Toscana

Eroica

Regione Veneto

Gran Canaria

Toscana Promozione Turistica

Regione Basilicata

Valtellina

Regione Emilia-Romagna

Varese Do You Bike?

Regione Piemonte - Langhe
Monferrato Roero



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BECYCLE

On stage

Vittorio Anastasia

Fabio Aru

Stefano Baccelli

Alessandro Ballan

Francesco Baroncini

Wladimir Belli

Daniele Bennati

Paolo Bettini

Paolo Bianchini

Mauro Bonciani

Andrea Borchini

Giancarlo Brocchi

Eros Capecchi

Luigi Cappellini

Alessandra Cappellotto

Carmelo Carbotti

Alex Carera

Andrea Casalini

Elena Casiraghi

Davide Cassani

Michil Costa

Cordiano Dagnoni

Cristiano De Rosa

Omar Di Felice

Iader Fabbri

Alessandra Fior

Maurizio Fondriest

Daniel Fontana

Pietro Franzese

Mauro Gianetti

Paola Gianotti

Michela Girardengo

Andrea Girlanda

Gabriele Gorelli

Luca Gregorio

Sergio Grillo

Mirko Lalli

Linus

Francesco 'Frank' Lotta

Leonardo Marras

Paolo 'Penni' Martelli

Omar Martinello

Silvio Martinello

Eloise Mavian

Francesco Mazzei

Jonny Mole

Dalia Muccioli

Willy Mulonia

Riccardo Nencini

Antonio Nicoletti

Piero Nigrelli

Francesco Pancani

Caterina Passariello

Alessandro Petacchi

Filippo Pozzato

Domenico Pozzovivo

Irene Puccioni

Francesco Rachello

Marcelo Rebanda

Michael Rogers

Veronica Santandrea (Cara Biga)

Iris Slappendel

Sir Paul Smith

Jacopo Spadolini

Clara Svanera

Francesco Tapinassi

Andrea Tonti

Leon Van Bon



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