



The Sidi 2023-24 collection will be presented for the first time at the Italian Bike Festival

The brand's new look is ready to conquer the public at Misano. The SS24 collection will be available to the public from 15th to 17th September.

Sidi is getting ready to welcome the visitors of the Italian Bike Festival who will gather in Misano next weekend to discover all the latest news from the world of cycling.

In the area dedicated to the Italian brand, near the children's pump track, and more precisely at [stand G43](#), it will be possible to admire all the details of the 2023-24 catalogue products, characterised by new looks and brand new models. The collection presents a wide range that touches on all disciplines, with the aim of satisfying the most varied needs of the public, who, together with the trade media, will have the opportunity to discuss aesthetics and technology throughout the event.

Bestsellers such as Shot 2, Wire and Sixty - now in a brand new design - are joined by newcomers such as Prima, with its incomparable lightness, and Aertis, dedicated to endless adventure. The shoelace version of Dust also deserves a special mention for its vintage, sophisticated look, whereas Firmor and Dyneema offer a host of technological talking points.

Sidi invites its visitors on a journey into the brand's new world, where unprecedented harmonious shapes meet the world's most famous patented technology.