



Teosport closes the L'Etape Brasil season by Le Tour de France in Campos do Jordão

An estimated six thousand people are expected to attend the final stage, marking it a successful partnership with La Maglia.

Teosport's adventure with its international partner **La Maglia** has ended on a positive note. The collaboration between the two brands has led to its participation in **L'Etape Brasil by Le Tour de France**, with three Brazilian events - Cunha on 7 April, Rio de Janeiro on 30 June and Campos do Jordão on 29 September - dedicated to the biggest international cycling event.

For this important event, Teosport customised the [Mengoshi](#) pad, which was incorporated into the shorts of the official L'Etape By Le Tour de France Brasil kit. A high performance product that won over the participants and led to a significant increase in sales.

*"It was very important to have an international partner on our side," confirmed **Daniela Osellame**. "We spoke to La Maglia and it turns out that sales of Teosport shorts have increased by a whopping 150% compared to last year, which is an incredible result, especially considering that Brazil is a very important market for us. Everyone who has used them has said they are satisfied and intend to buy again. We are very proud of the way this project has been handled, these are the types of partnerships that we like because they are based on synergies between two realities and an exchange of experiences."*

In Rio de Janeiro there were around four thousand people, while the final stage in Campos do Jordão was attended by over six thousand. A celebration for cyclists from all over the world were able to experience the thrill of cycling on the streets of an event that recreated the authentic atmosphere of the Tour de France.

For Teosport, it is the end of a journey that opens the door to a future overseas, exporting the excellence of Italian manufacturing at the service of performance.