



FROM F1 TO THE TOUR DE FRANCE: TRIPLE CROWN OPENS ITS DOORS ON THE FRENCH RIVIERA

An innovative clubhouse concept blending cycling, motorsport, hospitality and performance culture.

A new chapter for cycling and performance culture began this weekend in La Turbie, as athletes, cycling enthusiasts, partners and members of the local community gathered to celebrate the official opening of Triple Crown. Located between Monaco, Nice and Sanremo, the project was conceived as more than a retail space. It is a contemporary clubhouse built around a simple idea: creating a home for a community united by a passion for sport, excellence and meaningful experiences.

At the heart of Triple Crown is a team of athletes and entrepreneurs united by a shared vision. The group includes Le Mans 24 Hours racing driver winner **Antonio Giovinazzi**; professional cyclists **Matteo Trentin** and **Giulio Ciccone**, two of Italy's most respected professional cyclists; **Oliver Bearman**, F1 driver and one of the brightest young talents in international motorsport; former alpine skier and business leader **Claudia Morandini**; and entrepreneur **Elena Giovannelli**.

"My years in alpine skiing taught me that the strongest sporting communities are built long before the competition begins, through shared experiences, mutual respect and a common passion. That belief became the foundation of Triple Crown. We wanted to create a place where people would come not only to buy a bicycle, but to meet, share stories and experiences, and feel part of a community. A place capable of transforming individual passion into something collective. La Turbie is the first place where this vision comes to life, but certainly not the last where we hope to see it grow," said **Claudia Morandini**.

Different disciplines. Different journeys. One shared belief.

Excellence is never the result of chance, but rather the outcome of talent, discipline, and long-term vision. This philosophy inspired the name Triple Crown, a term that in sport represents one of the rarest and most prestigious achievements: conquering three pinnacle goals at the highest level. The result is a space that goes beyond the traditional boundaries of retail to become a true community destination. Four complementary experiences coexist under one roof: a **premium bike store**, a **specialist workshop** inspired by the efficiency and precision of a Formula 1 pit garage, an **authentic Italian café**, and a **curated programme of cycling experiences** exploring some of the region's most iconic roads.

At Triple Crown, cycling is only the starting point. The real value lies in the experience: riding some of the Riviera's most iconic roads, returning for a coffee, watching races with fellow enthusiasts, receiving expert technical support and becoming part of a community built around shared values and a passion for performance.

It is a philosophy that reflects the character of the Riviera itself, a destination long favoured by professional athletes and cycling fans from around the world thanks to its year-round climate and roads widely regarded among the most spectacular in international cycling.

The opening event also provided an opportunity for the founders to share their vision for Triple Crown and its future.

Antonio Giovinazzi. *"We wanted to create more than just a place to grab a premium espresso; we are building a sanctuary for the Riviera's cycling community. Whether you are tackling the Col de la Madone or enjoying a coastal recovery ride, Triple Crown brings together the world-class standard Monaco is known for with the welcoming, vibrant spirit of cycling culture."*

Matteo Trentin. *"This project is something I genuinely connect with. Cycling, the sport I love and that has shaped who I am and allowed me to turn my passion into my profession, has brought together athletes from very different worlds without any forced narrative. What makes it special is its ability to*



TRIPLE CROWN

PRECISION. POWER.ELEGANCE.

inspire and to be accessible to a wide community of people, with different backgrounds and experiences, all united by a shared passion. The concept is very close to my heart, and I can only say that the group of people behind it is fantastic. We are united by a love for cycling in particular, and by a deep mutual respect,"

Giulio Ciccone. *"I'm delighted to be part of Triple Crown. It's a stimulating project built alongside friends and fellow athletes who share the same passion for sport and cycling. Together, we're creating more than a destination for cyclists: we're building a place where people can come together and a new reference point for the community in Monaco and across the Riviera".*

Oliver Bearman

"Over the past few years, cycling has become an increasingly important part of my life. At first, it was an activity to help me stay fit and healthy but it has since developed into being my passion, which led to my involvement in Triple Crown which I am sure excited about. We are building a community for likeminded people with a love for cycling to share their passion and you will see me there regularly!" explains.

Elena Giovannelli

"Triple Crown was created to be much more than a bike shop or a café. We wanted to build a place where people feel welcome from the moment they walk through the door, whether they come for a ride, a coffee, expert advice or simply to spend time with like-minded people. The Riviera has always attracted people who share a passion for sport, performance and quality of life, and our ambition is to create a destination that reflects those values every day"

Like the paddock of a Formula 1 team or the headquarters of a great sporting institution, Triple Crown aims to become something greater than a physical location: a place where people connect through shared values, experiences and ambition.

Because while performance can be measured in seconds, watts or results, excellence is always found in the details.