BEKING

BACK TO BIKE

PISSEI: the official jersey for the BEKING Pro-Am 2026

Combining technical research, comfort and visual identity for an event that brings professional and amateur riders together.

Monaco, 20 november – PISSEI is the brand behind the official jersey for the BEKING Pro-Am, the event that will bring professional athletes and cycling enthusiasts together on the roads of Port Hercule, Monaco, on 29 November for its sixth edition.

The Pro-Am is a concrete expression of the BEKING spirit: a race where professionals and amateurs share the same roads and the same passion, turning cycling into an opportunity for connection and solidarity. This vision is also reflected in PISSEI's approach, with years of experience in developing technical apparel for both professional and amateur cycling.

"*For PISSEI, working with BEKING means putting our expertise in technical apparel development at the service of a project whose values we fully share. The jersey created for the Pro-Am is a tangible way to contribute to a day when cycling becomes an opportunity for sharing, as well as competition*," comments **Filippo Quagli, CEO of PISSEI Srl.**

A design inspired by BEKING's identity

The graphic design reinterprets BEKING's visual language through a clean, contemporary approach built around geometric shapes and contrasts. Polygonal forms, diagonal lines and transparent overlays create a sense of depth and dynamism, evoking the lines and speed of cycling. The contrast between red and white strengthens the visual impact while maintaining consistency with the event's identity.

Costanza4: technical performance and comfort

The jersey is based on PISSEI's Costanza4 model from the Custom Lab collection, dedicated to customised technical apparel. Its construction combines three different fabrics to achieve an optimal balance of breathability, aerodynamics and comfort.

Technical partners such as PISSEI play an important role in bringing BEKING's vision to life: a vision of cycling that brings together people, experiences and different communities, both on and beyond the race course.

Founded in 2023, the **BEKING Association** is a non-profit born from the BEKING cycling event in the Principality of Monaco. It raises funds to promote sport, education, sustainable mobility and environmental awareness, with a focus on families, children, schools and local communities, and supports partner foundations sharing its values.