

JELENEW Brand Profile

JELENEW is a premium cycling apparel brand dedicated exclusively to women. We create high-performance gear that blends comfort, innovative technology, and expert tailoring to meet the unique needs of female cyclists.

Cofounded by Marion Clignet, six-time world champion, former world record holder, and two-time Olympic silver medalist with more than 350 victories. JELENEW was born from a mission to challenge the lack of women-focused cycling apparel. Despite her success, Clignet experienced firsthand the absence of clothing designed to match women's anatomy, physiology, and style.

Our goal is simple: to enhance comfort, boost performance, and help every woman fully enjoy the ride while reaching her highest potential.