

JELENEW: High-Performance Apparel. Empowering Women Through Cycling

JELENEW: Redefining Women's High-Performance Cycling and Community Engagement at Festival Vélo in Paris

PARIS, France – JELENEW, the high-performance apparel brand dedicated exclusively to women, announces its participation in the **Festival Vélo in Paris**. Co-founded by **Marion Clignet**, a six-time World Champion and two-time Olympic silver medalist, JELENEW is closing a historic gap in the industry: the absence of equipment specifically engineered for women's anatomy, physiology, and cycling ambitions.

A Champion's Heritage Powering Innovation

With over 350 career victories, Marion Clignet launched JELENEW to solve a fundamental problem: most cycling gear has historically been a scaled-down version of men's apparel. JELENEW was born from this disruption, merging elite-level racing expertise with cutting-edge textile engineering to provide a "no-compromise" experience for female riders.

Technical Mastery: The Art of Fit and Support

JELENEW stands out through major innovations designed to optimize every pedal stroke:

- **Targeted Ergonomic Construction:** Utilizing scientific seam placement and flatlock stitching, JELENEW eliminates friction and irritation in sensitive areas.
- **Muscle-Mapped Compression:** Applying technical draping expertise, the brand provides strategic compression to the abdomen, thighs, and shoulders, supporting key muscle groups without restricting diaphragmatic breathing.
- **Thermal Protection & Breathability:** Soft-brushed fabrics ensure high moisture-wicking properties, keeping riders warm and refreshed during long-duration endurance rides.
- **Women-Specific Chamois:** A variety of technical pads engineered for different body types and conditions, from explosive sprinting to long-distance touring.

Designed for Real-World Needs

Beyond pure speed, JELENEW integrates practical solutions that address the unique challenges women face on the road:

- **The Quick-Release System:** An innovative drop-tail and zippered lower-back design that makes nature's calling dignified and effortless.
- **Maternity Performance Line:** Specialized designs that accommodate a growing bump, allowing expectant mothers to maintain their training in total comfort.
- **Optimized Storage:** Versatile pockets designed specifically for personal items, energy gels, and feminine hygiene products.

A Global Community and Social Commitment

JELENEW is more than an apparel brand; it is a movement for inclusivity and empowerment:

- **Ride Leader Program:** Supporting mentors and ambassadors who build inclusive local cycling environments and encourage more women to ride together.
- **OG (Originals) Program:** Celebrating the pioneers of women's cycling. In 2024, JELENEW supported "The Originals" event in Rotterdam, honoring the historic Tour de France Féminin and the resilience of past generations.
- **Philanthropic Partnerships:** Through collaborations with **amfAR**, the **World Women's Organization**, **DreamBig!**, and the **La Marion Clignet** charity ride, JELENEW champions diversity and equal access to sports and health.

Visit JELENEW at Festival Vélo in Paris or explore our exclusive boutiques:

- **Paris:** 66 Rue du Temple, 75003 Paris
- **Barcelona:** Carrer de la Ribera, 10, Barcelona

Media Contact: JELENEW Marketing Department brand@jelenew.com

Website: <https://www.jelenew.com>