



HANDPICKED: SARTORIALITY AND SUSTAINABILITY AT WINTERACE

HANDPICKED, the luxury Made in Italy denim brand by Giada Spa, distinguished by its elements of sartoriality and sustainability, is participating for the fourth time as a Platinum sponsor at WinteRace Cortina, a classic regularity competition taking place from March 13 to 15, 2025.

There are several parallels and meeting points between HANDPICKED and WinteRace Cortina. The spectacular panoramas of the Dolomites, a UNESCO heritage site, the snowy landscapes, and the fairytale villages framing the race are essential sources of inspiration for HANDPICKED.

HANDPICKED is also committed to producing an eco-friendlier product. The company implements various measures in the production of its collections to safeguard the environment. The race will pass through cities important for their history, such as, Primiero, San Martino di Castrozza and Dobbiaco. HANDPICKED also pays tribute to the beauty of the Italian territory by giving its garments names of cities with a unique artistic and cultural heritage.

HANDPICKED jeans are characterized by sartorial construction, customized buttons and rivets, and a grosgrain cannetted and herringbone opening. The finishes of buttonholes, belt loops, pockets, and pocket edges are inspired by tailored jackets. The backtags are made of fine leather with embossed logos. HANDPICKED jeans will be given as gifts to members of the best teams in WinteRace.