



DannyShane

PURE ECO INNOVATION
VELO APPAREL

*Born from our desire to create cycling apparel
unique and compelling in design,
DannyShane
delivers state-of-the-art Eco-Performance technology.*

*Our iconic style and planet-friendly fabrics offer
unsurpassed quality, fit and comfort; yet perform in even the
most demanding conditions.*

*Our Mission is to create compelling apparel and elements that
bring meaningful complements to the life of our customers.*

*Each piece is designed in Austin, Texas, inspired by deep
European cycling history and
ever-evolving technology. Our garments feature the latest
technological advances and are based on
sustainable eco-friendly fabrics.*

*Our Vision is to create a lifestyle brand
retrospectively inspired, bold in design, deep in eco-intelligence,
and appealing to many.*



DunnyShane

DURAACE

THE FAME MONSTER

Wear it for Performance

All DannyShane jerseys feature our performance cut - a perfect synergy between aerodynamics and comfort, developed over two years of strenuous R&D on America's toughest roads. The result is a unique body-wrapping fit that allows free movement and outstanding comfort.

Wear it for the Environment

All our jerseys are made from a fabric proprietary to DannyShane. Bamboo, a naturally renewable resource, is double-burned until only white ash remains. The Bamboo White Ash (BWA) is then woven into our recycled polyester fabric, yielding a BWA content of more than 55%! This environmentally friendly process is proprietary to DannyShane.

Never Compromise on Style

Each DannyShane jersey is inspired by deep, European cycling heritage.

Our retrospective jerseys take you back to a simpler time and resemble the true, authentic retrospective race look of the 50s' and 60s'. They are clean and simple, yet rich in color and character.

Our Tartan Plaid jerseys resemble the rich history of century-old classic Scottish plaids. Each pattern is unique, authentic, and has never been done before in cycling.

The combination of design, eco-fabrics and perfect fit is what makes DannyShane unique. DannyShane is the equilibrium between the wonderment of the past and ever-evolving technology.





Tony Shane

Tony Shane





BAMBOO CHARCOAL WHITE ASH

Bamboo Charcoal White Ash (BWA) fabric is proprietary to DannyShane. Each jersey contains 55-60% BWA and 40-45% recycled polyester. BWA is permanently part of the fabric and will never wash out, maintaining its unique qualities for the life of the garment.

DannyShane's Bamboo White Ash fabric...

- Wicks moisture faster
- Breathes better than other fabrics
- Eliminates odors
- Acts as a natural anti-static agent
- Retains and keeps colors bright
- Ultra-soft, cashmere-like feel
- Durable and tear resistant
- Stain resistant







RETROSPECTIVE ECO-PERFORMANCE JERSEYS



These jerseys resemble the true, authentic retrospective race look of the 50s' and 60s'. Simple designs feature wide bands and plain, clean and open space. Rich colors stand out and convey a classic European look.

Features:

- Bamboo White Ash for ultimate comfort and fit
- Three oversized, slanted back pockets
- One zippered back pocket
- Mock race collar
- E-Grip race toggle
- Invisible full-zip entry
- Silicone waist gripper



TARTAN PLAID ECO-PERFORMANCE JERSEYS



This collection features century-old, classic Scottish and English plaids and is the cornerstone of DannyShane. Each pattern is uniquely designed using six to twelve different colors, creating a stark contrast and a truly recognizable piece of art.

Features:

- Bamboo White Ash for ultimate comfort and fit
- Three oversized, slanted back pockets
- One zippered back pocket
- Mock race collar
- E-Grip race toggle
- Invisible full-zip entry
- Silicone waist gripper







WOMENS ECO-PERFORMANCE JERSEYS



Our most popular styles are also available in a designated women's cut. The DannyShane Princess Cut features shorter sleeves and a tailored outline, retaining the hidden full zipper and 3 full-sized rear pockets. These ultra-comfortable jerseys will keep you looking your best, no matter where your ride will take you.

Features:

- Bamboo White Ash for ultimate comfort and fit
- Three oversized, slanted back pockets
- One zippered back pocket
- Mock race collar
- E-Grip race toggle
- Invisible full-zip entry
- Silicone waist gripper
- Tailored fit



ECO-PERFORMANCE CYCLING SHORTS

Our performance cycling shorts have been designed utilizing the highest performance grade, 100% recycled nylon. The bib straps are made from uniquely textured, highly breathable performance nylon, creating the most anti-abrasion flex-stretch comfort available in a performance bib-short. Our cycling shorts and bib-shorts are designed to match any of our Retrospective and Tartan Plaid performance jerseys - the plain black, shimmery finish with a single white racing stripe is clean and sophisticated.



Shelby S2 Bib Short

- 8 panel body-contouring fit
- Made from Italian fabric
- 3D - stretch
- Rapid moisture wicking and high breathability
- Cytech Carbonio 6-hour chamois
- DannyShane premium lazer-cut leg band
- 77% nylon (100% recycled) 23% Lycra
- Bib straps made from 100% recycled performance nylon
- Ultra-comfort shoulder harness design



Broome Short

- Made from Italian fabric
- Body-contouring fit
- 3D - stretch
- Cytech Carbonio 6-hour chamois
- Rapid moisture wicking and high breathability
- DannyShane premium lazer-cut leg band
- 77% nylon (100% recycled) 23% Lycra



CROSS-HYBRID ECO-PERFORMANCE POLO SHIRTS



Capitalizing on the advantages of our Bamboo Charcoal White Ash fabric, DannyShane Cross-Hybrid polos were designed with the outdoor-recreation enthusiast in mind. A loose-fitting, tailored cut allows for free movement and unsurpassed comfort.

Features:

- Bamboo White Ash
- Tailored, loose fitting cut for maximum comfort
- Three button collar
- Chest pocket
- Zippered accessories back pocket







FALL APPAREL

Our fall apparel line will close the gap between those warm, sunny days and the harsh winter evenings you spend spinning on the trainer. Lightweight, highly breathable BWA fabric allows for ultimate moisture transfer and temperature control. A tall, brushed neck keeps you comfortable and cozy; extended, ultra-soft wrist grippers keep the sleeves in place. Reflective seams and our popular Rockley pattern make this jacket a true high-visibility garment.



Features:

- Lightweight brushed Bamboo White Ash
- 2-way oversized zipper
- Brushed, tall neck
- Ultra-soft extended wrist grippers
- Three oversized back pockets for ample storage
- Reflective seam outline



ACCESSORIES

TO COMPLETE THE HEAD-TO-TOE APPERANCE



Our Hats are made from slightly imperfect jerseys or rejected garments. Our finest Plaids and retro designs on Bamboo Charcoal White Ash fabric. Made in San Francisco.

Features:

- Bamboo White Ash with mesh insert
- S/M and L/XL
- Flip-up bill



CYCLO







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