

CLASSIC DRIVER

[Milano 1914 is the rugged Italian fashion label bikers have been waiting for](#)

Lead

Creating stylish yet sporty clothing and accessories aimed predominantly at cyclists and motorcyclists, Milano 1914 is a new fashion brand that, as its name suggests, represents 'Made in Italy' at its finest...

Made in Italy



From leather outerwear, winter coats and custom motorcycle helmets to rucksacks, duffel bags and silk scarves (all of which bear a small but distinctive wheel-shaped monogram), Milano 1914's debut collection melds elegant Italian style and craftsmanship with a clear sense of ruggedness and durability – ideal for those men *and* women with a penchant for travelling on two wheels. The brand was created by the *Esposizione Internazionale Ciclo e Motociclo*, organiser of Italy's biggest cycling and motorcycling show that's been held in Milan every year since 1914, hence the name. Incidentally, the forthcoming show – set to take place from 8-14 November – will see Milano 1914 make its public debut. The occasion will be marked with a special range of 15 Swarovski-encrusted motorcycle helmets.

Photos: Milano 1914

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