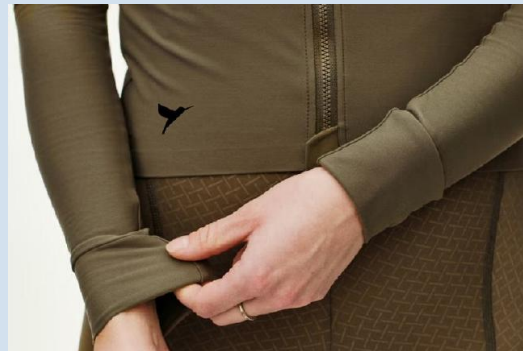
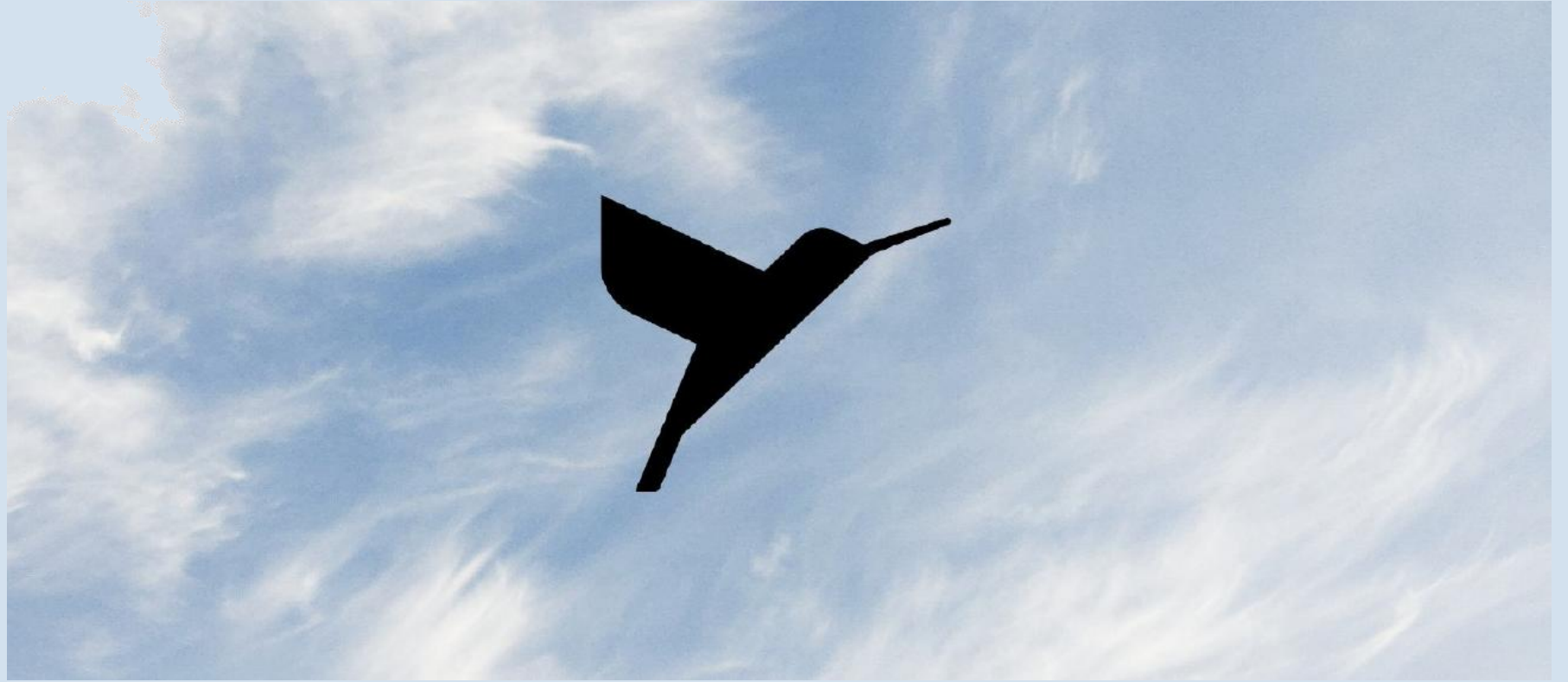




LADYN

Teaser

LADYN

01 Strategy

02 Identity

03 Design

04 Contact

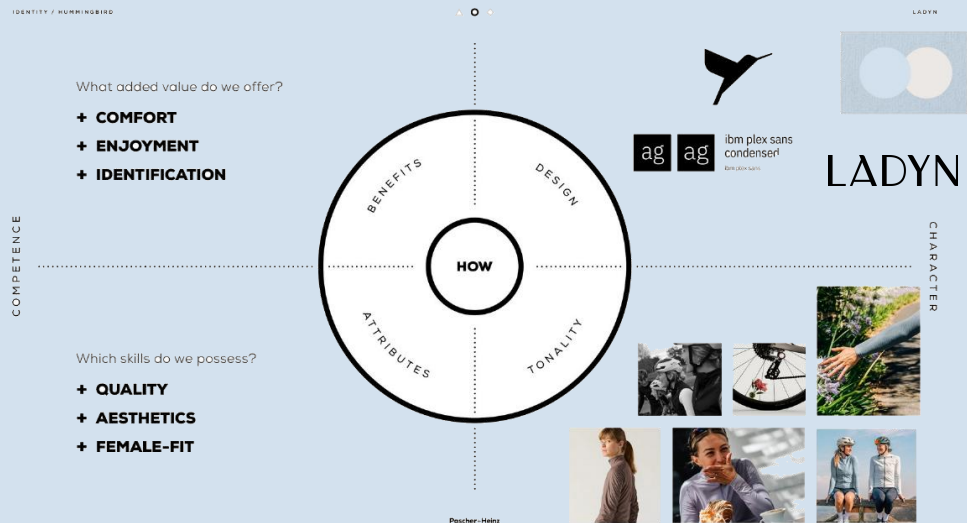
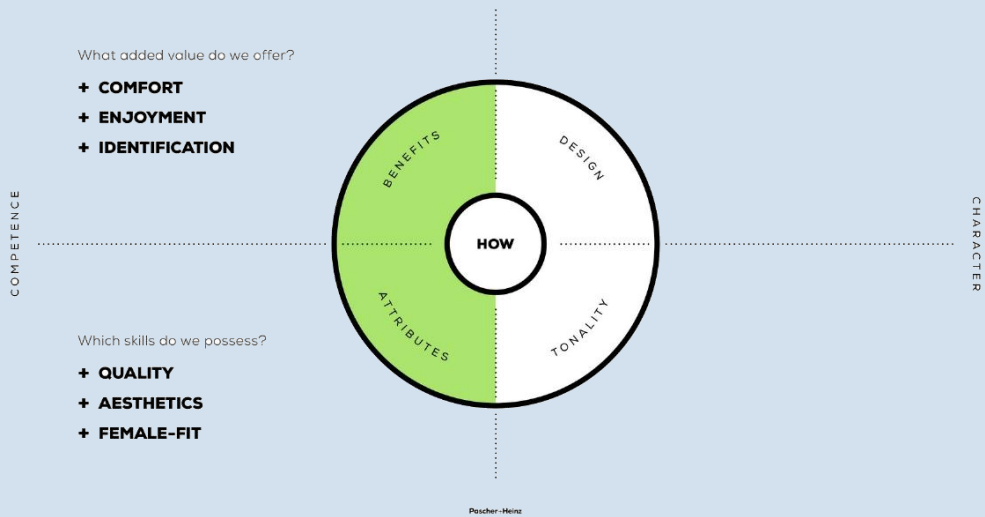
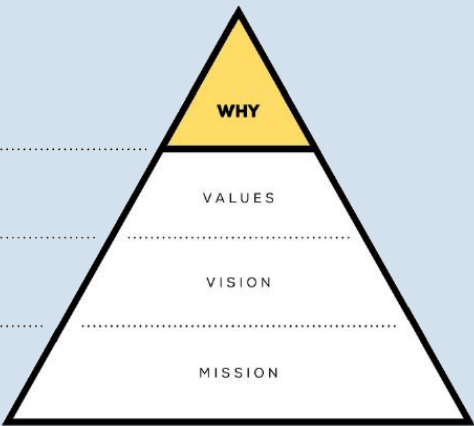
Ladyn cycling apparel · PRODUCT · SERVICE
motivates **women** · CUSTOMER SEGMENT
to **move with confidence** · JOBS TO BE DONE
by removing **poor cuts, materials,**
and **designs** · IMPROVED CUSTOMER PAIN
and offering **aesthetics, quality,**
and a **female-fit.** · ATTRIBUTES

MOVE WITH CONFIDENCE.

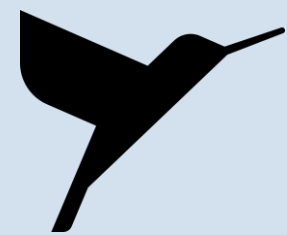
Open. Connected. Honest.

Less pressure. More Movement.

Creating cycling gear
that lets her move with confidence.

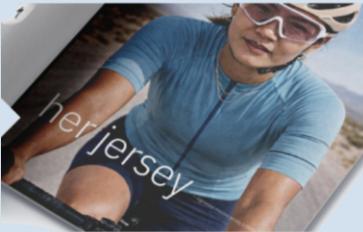


LADYN

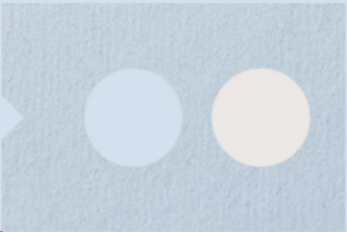


BRAND SIGN

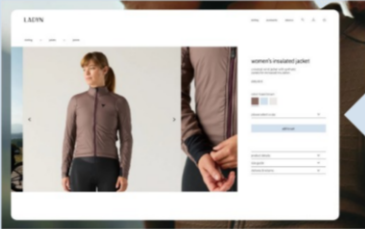
LOGOTYPE



COLORS

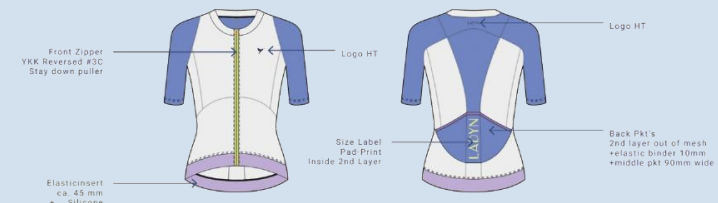
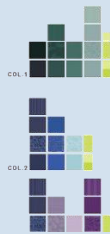


LAYOUT



INTERACTIONS





MATERIAL	LEGENDE
JERSEY LOMELLINA Renew Cult 82% Polyamide (REC) 18% Elastan	Information
PENN Lovely 82% Polyamide, 18% EA	Measurements
Elastic with silicone dots	Details
Elasticbinding	Colorways
YKK Reversed #3C with #3C Flat Stay-down Puller	Details
	Print
	Labels
	Tech-Details
	Fitting



SS27

Style: Cycling Shorts

Item Nr. LD 26-05

SIZE Set: XS-L

LD 26-05 C1

Item	Color	Composition
Revolational Zenit	60291 patriot	71% Polyamide (Micro), 29% EA
JL Renew Cult	49802 gentleman	82% Polyamide (REC) 18% Elastan
Cavice Alicante	6967 blu score	80% Polyamide 20% Elastan

LD 26-05 C2

Item	Color	Composition
Revolational Zenit	70301 connectie	71% Polyamide (Micro), 29% EA
JL Renew Cult	17-5513 TCK	82% Polyamide (REC) 18% Elastan
Cavice Alicante P811	70229 valley	80% Polyamide 20% Elastan
Cavice Alicante P812	70219 haze	80% Polyamide 20% Elastan

LD 26-05 C3

Item	Color	Composition
Revolational Zenit	15-3716 TCK	71% Polyamide (Micro), 29% EA
JL Renew Cult	15-3716 TCK	82% Polyamide (REC) 18% Elastan
Cavice Alicante P811	50654 cassandra	80% Polyamide 20% Elastan
Cavice Alicante P812	0028 bianco	80% Polyamide 20% Elastan

SS27

Style: Leisure Shorts

Item Nr. LD 26-07

SIZE Set: XS-L

ZIPPER

Nr.	Description	Item	Art. Nr.	QTY	Length	Grading	Product ID	Color
201	Frontzipper	YKK Reversed #3C	4372855	1pc	17 cm	+/- 1cm	LD 26-07 C1	61147
							LD 26-07 C2	61148
							LD 26-07 C3	61149
301	Slider	YKK 3D	Flat Stay Down Puller (P811/P812) TWP 5000	1pc			LD 26-07 C1	19-3025 TCK
							LD 26-07 C2	19-3026 TCK
							LD 26-07 C3	19-3027 TCK

TRIMS

Nr.	Description	Item	Art. Nr.	QTY/Size	Product ID	Color
601	Elastic			8mm	LD 26-07 C1	61147
					LD 26-07 C2	61148
					LD 26-07 C3	61149
601	Elastic cord			5 mm	LD 26-07 C1	61147
					LD 26-07 C2	61148
					LD 26-07 C3	61149

YARNS

Nr.	Description	Item	Art. Nr.	Product ID	Color 1	Color 2
Y01	Quilting & Overlock Stitching				LD 26-07 C1	19-3025
					LD 26-07 C2	19-3026
					LD 26-07 C3	19-3027

Contact



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Founder

LADYN

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Amtsgericht Stuttgart, HRB 803807

Less pressure.
More movement.