



GEAR

Gear up. Level up.

MX|BMX|FMX 26

LOOKBOOK



GEAR nasce per chi vive lo sport come identità, espressione e continua ricerca del limite.

Dalla pista al paddock, dal motocross al BMX, ogni capo è progettato per unire performance tecnica, libertà di movimento e personalizzazione avanzata.

Il nostro approccio combina esperienza artigianale, materiali tecnici selezionati e una visione contemporanea del motorsport apparel. Ogni collezione è sviluppata per accompagnare rider, team e community sportive dentro e fuori dalla competizione, mantenendo equilibrio tra funzionalità, resistenza ed estetica.

Crediamo che ogni rider abbia una storia, uno stile e un modo unico di interpretare l'adrenalina.

Per questo realizziamo soluzioni custom che permettono di personalizzare colori, grafiche, fitting e dettagli tecnici, trasformando ogni completo in un'estensione della propria identità sportiva.

GEAR è progettazione, ricerca e sviluppo della cultura sportiva.

Un brand nato per chi pretende affidabilità nelle condizioni reali e vuole distinguersi con un'immagine forte, autentica e riconoscibile.

Dalla produzione all'attenzione per i dettagli, ogni fase del processo viene sviluppata con l'obiettivo di garantire qualità, durata e comfort.

Innovazione, personalizzazione e spirito racing guidano ogni nostra scelta.

Gear up. Level up.



GEAR was created for those who live sport as identity, expression and the constant pursuit of pushing limits.

From the track to the paddock, from Motocross to BMX, every garment is designed to combine technical performance, freedom of movement and advanced customization.

Our approach blends craftsmanship, selected technical materials and a contemporary vision of motorsport apparel. Every collection is developed to support riders, teams and sports communities both on and off the track, balancing functionality, durability and aesthetics.

We believe every rider has a unique story, style and way of experiencing adrenaline.

That is why we create custom solutions that allow full personalization of colors, graphics, fitting and technical details, transforming every outfit into an extension of the rider's identity.

GEAR stands for design, research and sports culture.

A brand built for those who demand reliability in real-world conditions and want to stand out with a strong, authentic and recognizable image.

From manufacturing to attention to detail, every stage of the process is developed with one goal: delivering quality, durability and comfort. Innovation, customization and racing spirit drive every decision we make.

Gear up. Level up.



BEHIND THE PERFORMANCE 6

TECHNICAL INFO 39

CUSTOMIZATION MX/BMX 14-15

STRIKER COLLECTION | KYRON BACON 8

ANTIHERO COLLECTION 17

BMX COLLECTION 23

ITALIA 26 | MATTEO MARIANI 20

ODD PUNK COLLECTION | VANNI ODDERA 33



 Model: HERO GEAR  

MOTOCROSS/ENDURO

BEHIND THE PERFORMANCE

1

MATERIE PRIME

Selezione
Tracciabilità
Qualità
Fornitori di fiducia
Disponibilità costante
Certificazione OEKO TEX
STANDARD 100
Test qualitativi

RAW MATERIALS

Selection
Traceability
Quality
Trusted suppliers
Constant availability
OEKO TEX STANDARD 100
certification
Quality testing



2

PROCESSO CREATIVO

Direzione creativa interna
Ricerca stilistica
Elaborazione contenuti distintivi
Ricerchezza
e approfondimento
Unicità
Ampia personalizzazione

CREATIVE PROCESS

In-house creative direction
Style research
Development of distinctive
features
Sophistication and elaboration
Uniqueness
Great customization



3

SVILUPPO PRODOTTO

Modellistica interna
Prototipazione
Sdiftettamento
Prototipizzazione
Industrializzazione ad hoc
Realizzazione ottimale

PRODUCT DEVELOPMENT

In-house pattern making
Prototyping
Elimination of defects
Product authorship
Ad hoc industrialisation
Optimum manufacturing



4

SARTORIALITÀ INDUSTRIALE

Innovazione tecnologica
Filiera diretta
Maestranze tessili
Know how sartoriale
Software di gestione di
ultima generazione

INDUSTRIAL TAILORING

Technological
innovation
Direct supply chain
Skilled textile workers
Tailoring know-how
State-of-the-art
management
software



5

LINEA PRODUTTIVA

Cura dei dettagli
Filiera diretta
Controllo qualità
su tutti i prodotti
Macchinari di ultima
generazione

PRODUCTION LINE

Attention to details
Direct supply chain
Manufacturing controls with
expert workforce
Quality control on all products
State-of-the-art proprietary
machinery



6

QUALITÀ DI SERVIZIO

Responsabile commerciale a
disposizione
Tempestiva capacità di risposta
Rapporti umani
Problem solving

QUALITY SERVICE

Guaranteed stock
Sales office at your disposal
Quick response capacity
Human relations
Problem solving





GEAR
Gear up. Level up.

Model: STRIKER KB-04



KYRON BACON

Racer, Developer e Competitor.

Le condizioni cambiano.

I tracciati cambiano.

La tecnologia evolve.

Kyron vive questo processo ogni giorno. Dalle prove speciali più tecniche alle sessioni di sviluppo dedicate al setup delle moto da gara, la sua carriera è costruita sulla ricerca costante della prestazione.

Per la collezione GEAR MX 2026/27 abbiamo scelto un atleta che rappresenta perfettamente ciò in cui crediamo.

Passione per il riding.

Ricerca della performance.

Miglioramento continuo.

Questa non è soltanto una collezione: è il risultato di migliaia di ore trascorse in pista, nei paddock e col nostro reparto produzione!

Engineered for progression.

Gear up. Level up.

KYRON BACON

**PRO
RACER**

STRIKER COLLECTION

MCR
RACING TEAM

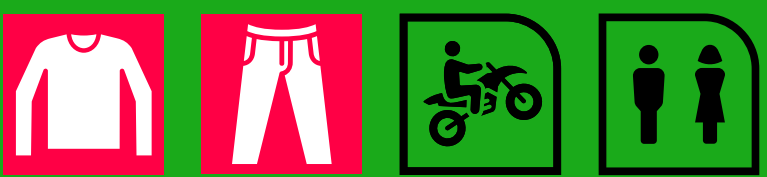
Paulo Duarte
GROUP

MOTOCROSS/ENDURO

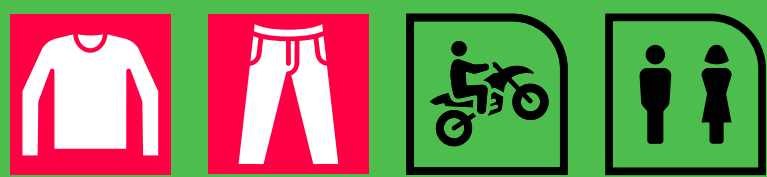


 Model: STRIKER KB-03   

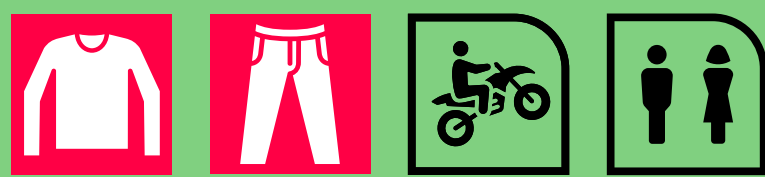
MOTOCROSS/ENDURO



STRIKER KB-01



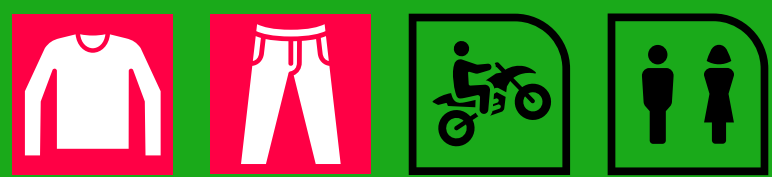
STRIKER KB-02



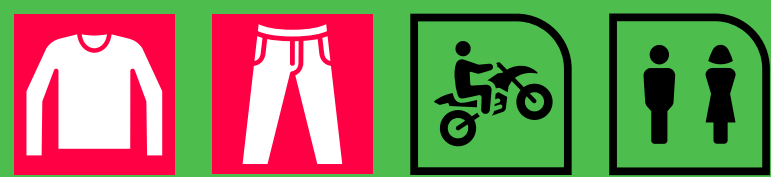
STRIKER KB-03



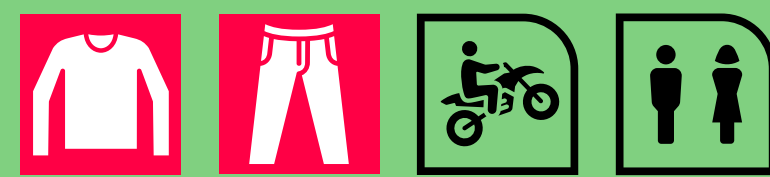
Model: STRIKER KB-04



STRIKER KB-04

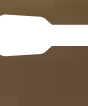


STRIKER KB-05



STRIKER OR-01



 Model: STRIKER KB-02  

MOTOCROSS/ENDURO

GEAR

Gear up. Level up.

13

Customization

APPLY YOUR LOGO AND CHOOSE THE FITTING COLORS

Ogni rider ha i propri colori e sponsor sempre diversi. Con **GEAR** puoi applicare il tuo nome e scegliere le combinazioni di colore che rappresentano al meglio la tua identità.

NOME

NUMERO

SPONSOR

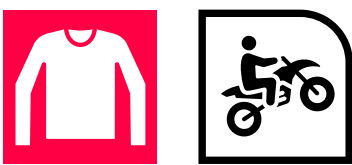


MASSIMA LIBERTÀ
NELLA SCELTA
CROMATICA

Ogni capo diventa un segno distintivo, riconoscibile
e coerente con lo stile del tuo team.

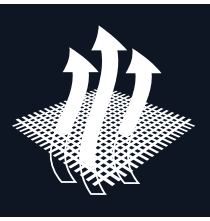
GEAR
Gear up. Level up.

Customization

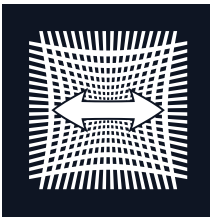


JERSEY LONG SLEEVE

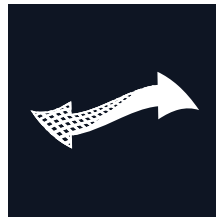
100% POLYESTER
TAGLIE 46, 48, 50, 52, 54, 56
SIZE XS, S, M, L, XL, 2XL, 3XL



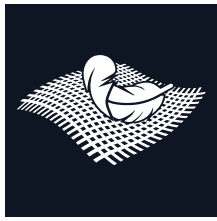
TRASPIRANTE



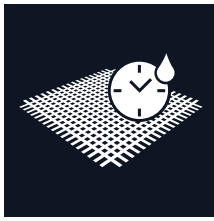
ELASTICO



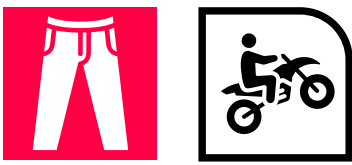
RESISTENTE



CONFORTEVOLE

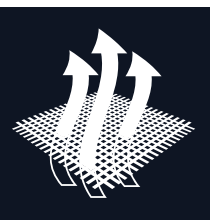


ULTRA-DRY

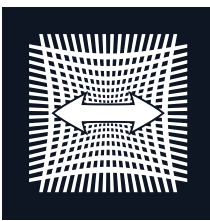


MOTOCROSS PANTS

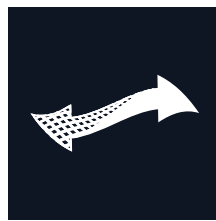
100% POLYESTER
TAGLIE 46, 48, 50, 52, 54, 56
SIZE XS, S, M, L, XL, 2XL, 3XL



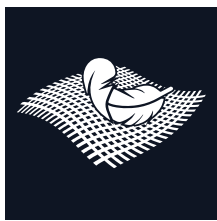
TRASPIRANTE



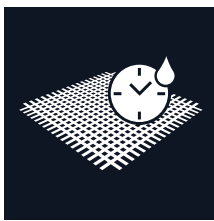
ELASTICO



RESISTENTE



CONFORTEVOLE



ULTRA-DRY

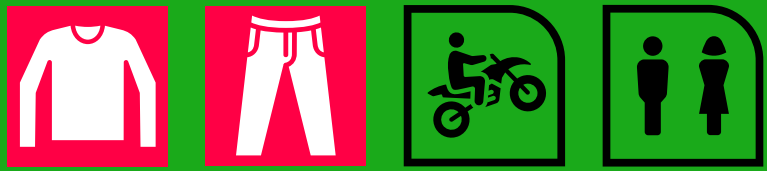


i Model: AH SKULLETOR i i

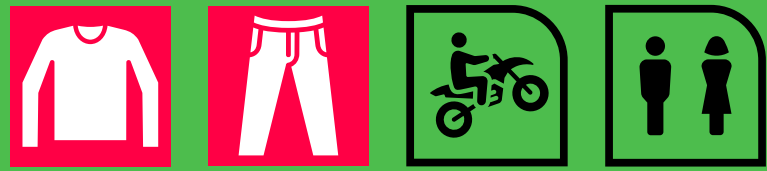
i Model: STRIKER KB-03 i i

GEAR
Gear up. Level up.

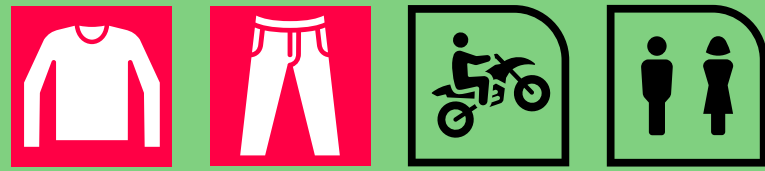
ANTIHERO COLLECTION



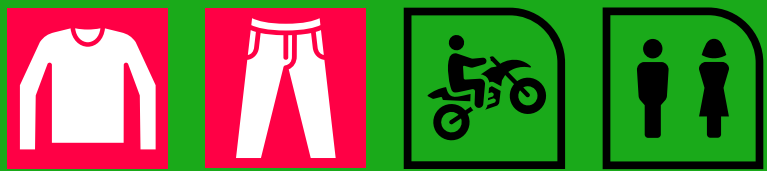
AH DEADLY SNAKE



AH PINK TIGER



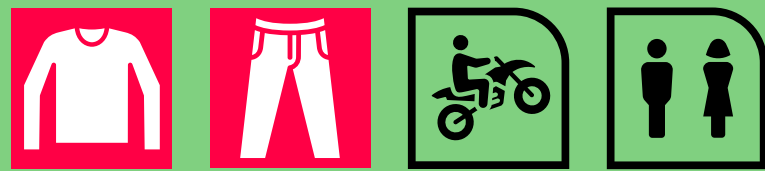
AH SKULLETOR



AH GHOST RIDER



AH HELL TIGER



AH VENOM

MOTOCROSS/ENDURO



Model: AH GHOST RIDER

GEAR
Gear up. Level up.



GEAR



GEAR

GEAR

GEAR

GEAR

GEAR

Gear up. Level up.

Model: GOLDEN HOUR



NEVER STOP CHASING THE NEXT GATE

Quando il cancelletto si abbassa, non contano le parole.

Contano la preparazione, il coraggio e la capacità di dare tutto in pochi secondi.

Matteo Mariani conosce bene questa sensazione.

Vicecampione del Mondo BMX Racing UCI 2025 e protagonista del panorama europeo, affronta ogni gara con la determinazione di chi sa che il risultato nasce molto prima della partenza.

È questo spirito che accomuna Matteo e GEAR.

La collezione BMX 2026 nasce per accompagnare rider che vivono la competizione come una sfida personale, che cercano prestazioni, comfort e identità in ogni dettaglio del proprio equipaggiamento.

Questo lookbook racconta la nostra visione della BMX attraverso gli occhi di un atleta che veste GEAR e trasforma il talento in risultati.

Gear up. Level up.

MATTEO MARIANI

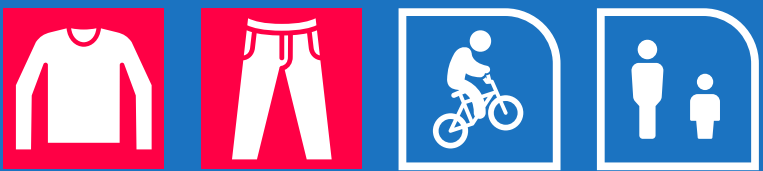
**PRO
RIDER**

ITALIA 26 MODEL

BMX



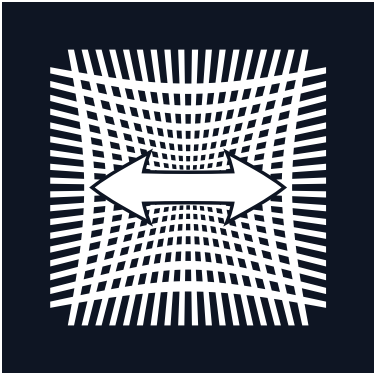
 Model: ITALIA 25  



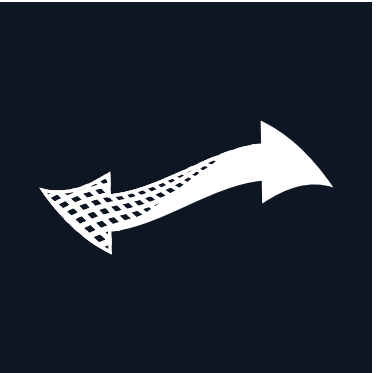
ITALIA 26



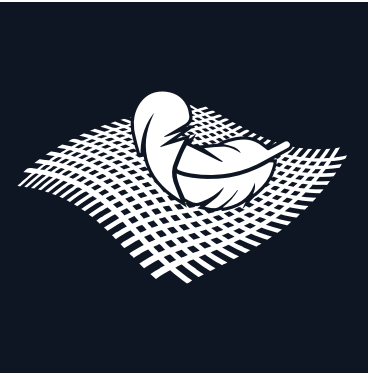
TRASPIRANTE



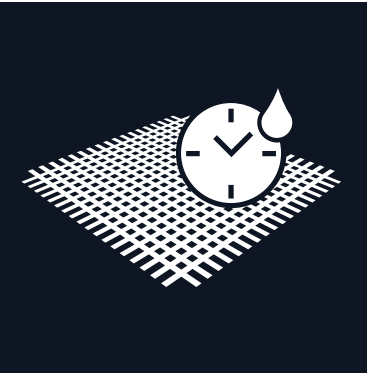
ELASTICO



RESISTENTE



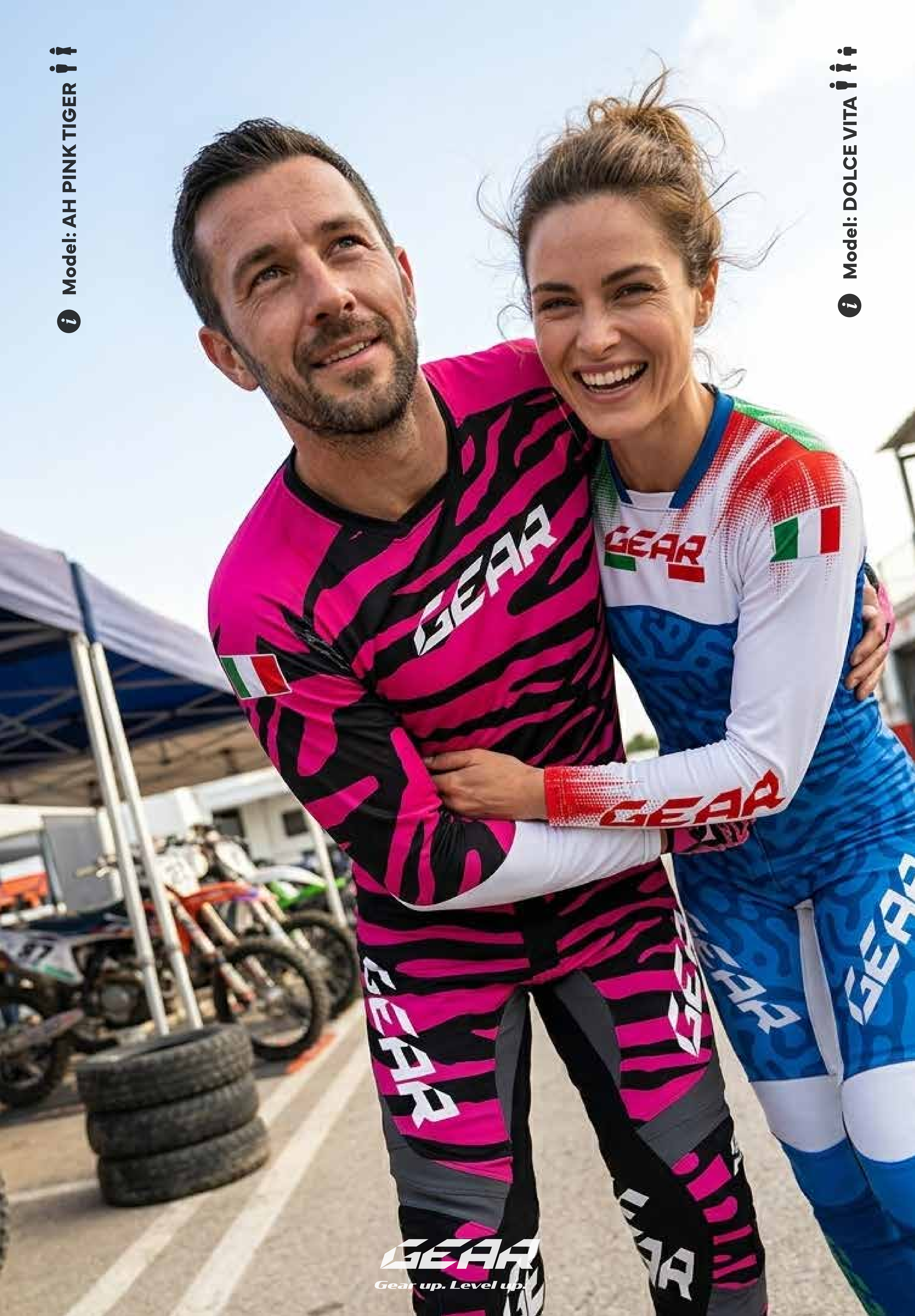
CONFORTEVOLE



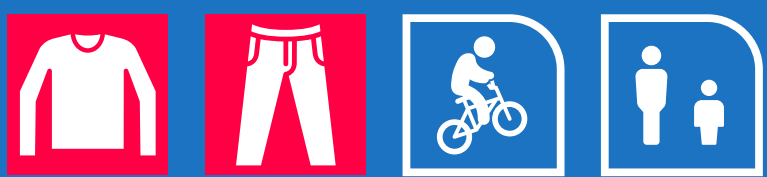
ULTRA-DRY

 Model: AH PINK TIGER  

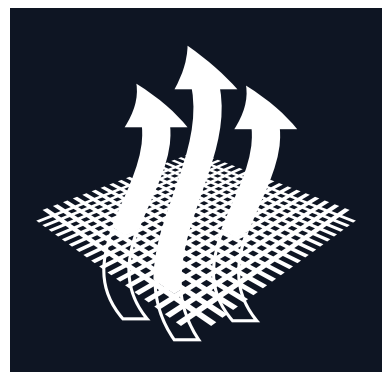
 Model: DOLCE VITA  



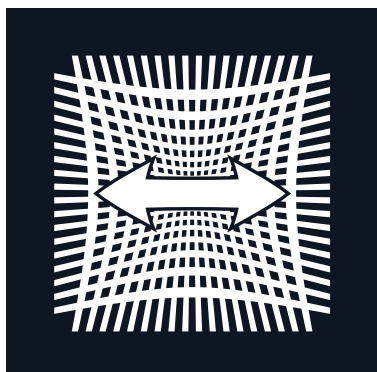
GEAR
Gear up. Level up.



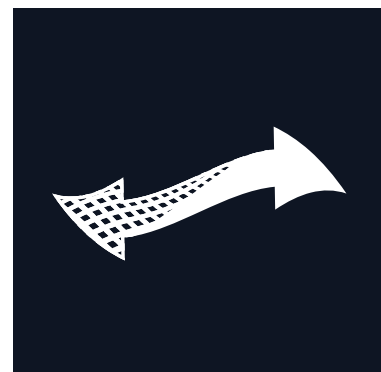
DOLCE VITA



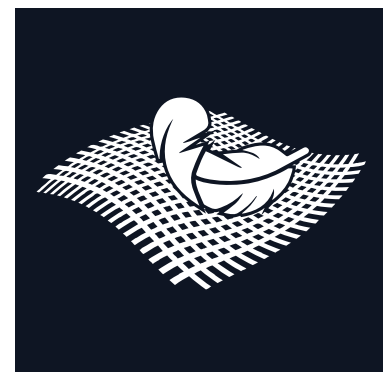
TRASPIRANTE



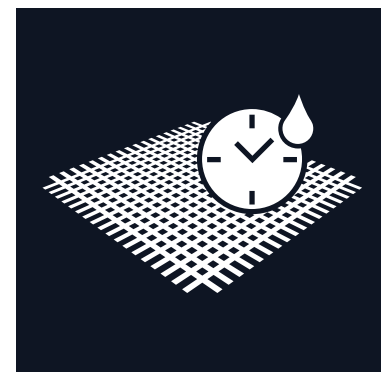
ELASTICO



RESISTENTE

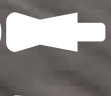


CONFORTEVOLE



ULTRA-DRY



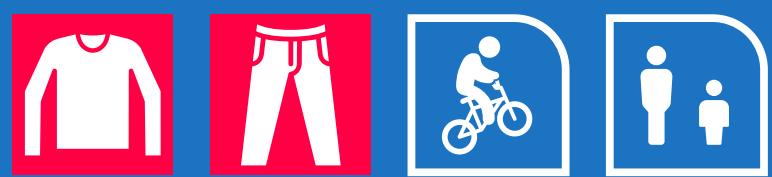
 Model: DOLCE VITA   



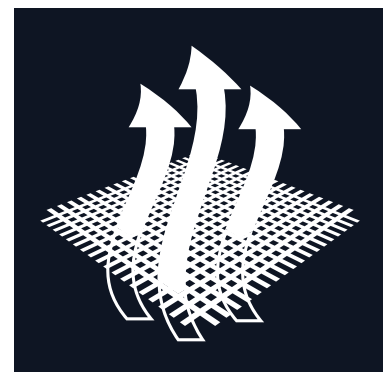
 Model: FLOW RIDER  

 Model: HERO TEK  

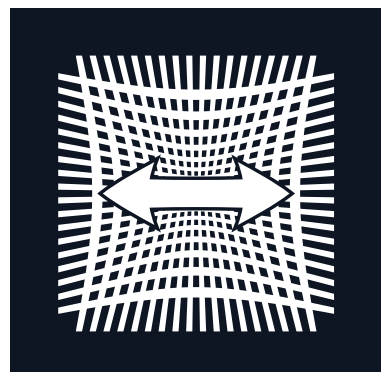
GEAR
Gear up. Level up.



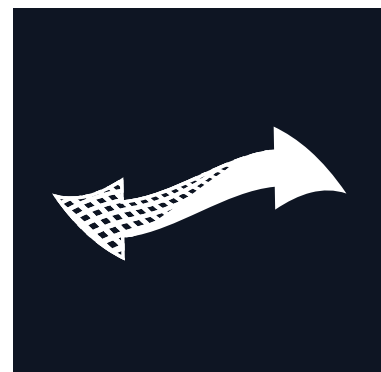
FLOW RIDER



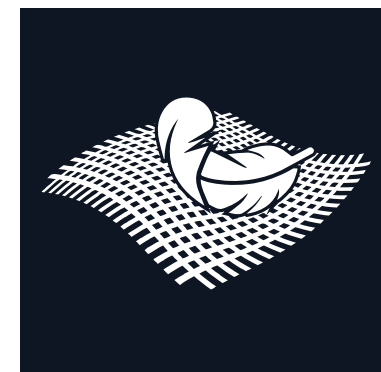
TRASPIRANTE



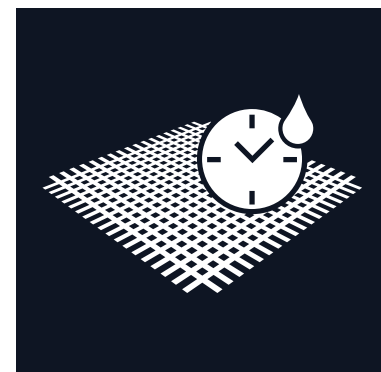
ELASTICO



RESISTENTE



CONFORTEVOLE

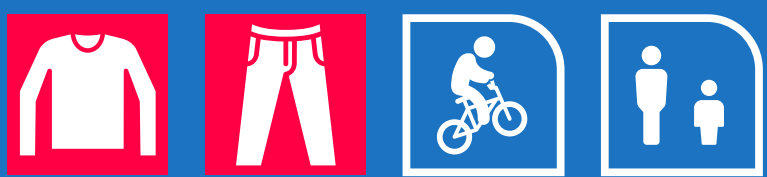
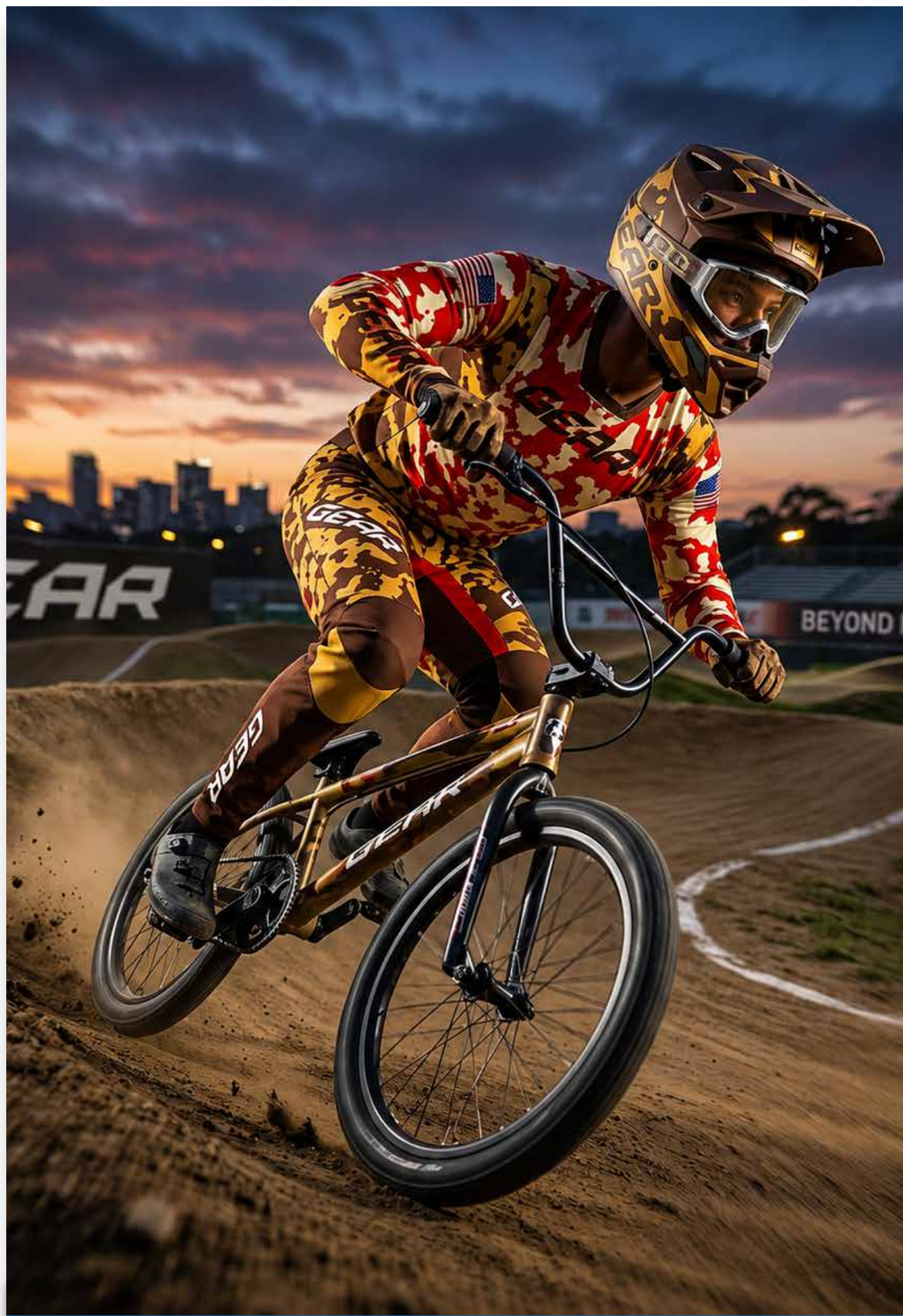


ULTRA-DRY

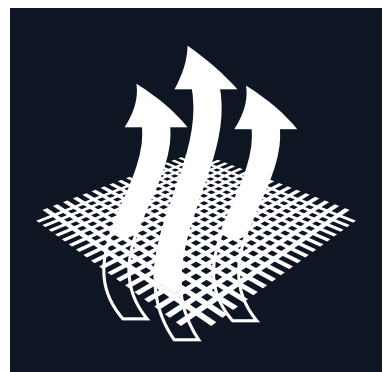
GEAR
Gear up. Level up.

26

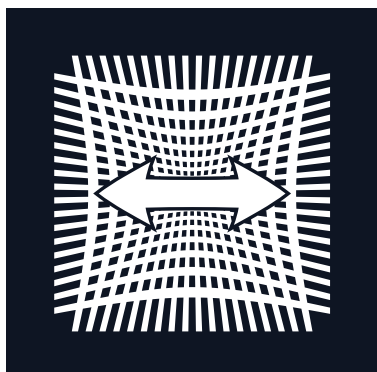
BMX



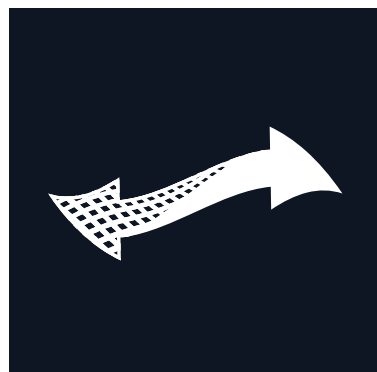
DESERT STRIKER



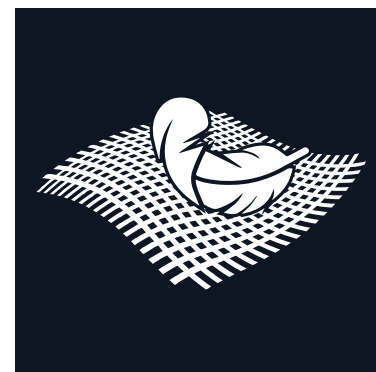
TRASPIRANTE



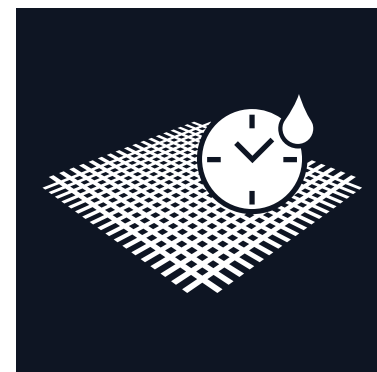
ELASTICO



RESISTENTE



CONFORTEVOLE



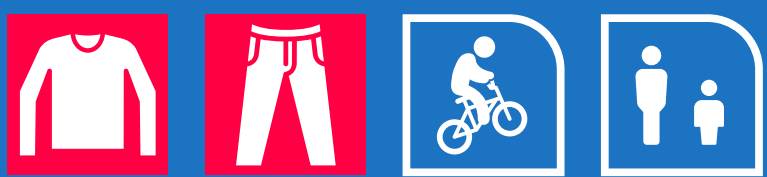
ULTRA-DRY

 Model: DESERT STRIKER 

 Model: GOLDEN HOUR 



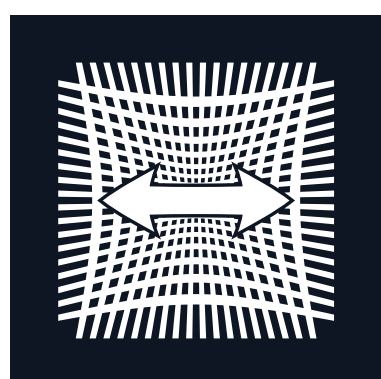
GEAR
Gear up. Level up.



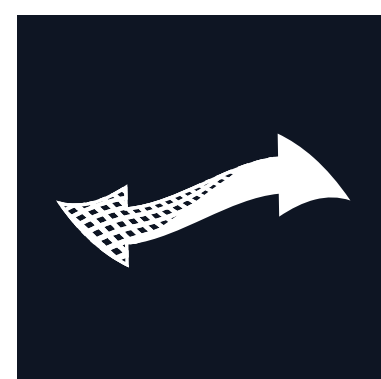
GOLDEN HOUR



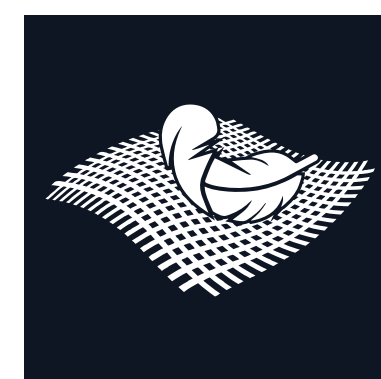
TRASPIRANTE



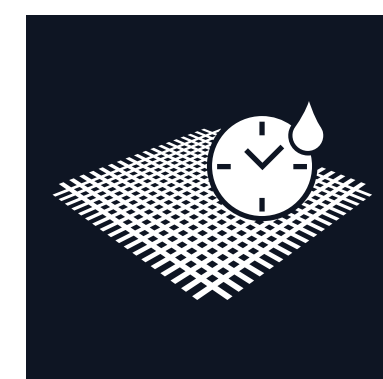
ELASTICO



RESISTENTE



CONFORTEVOLE



ULTRA-DRY

GEAR
Gear up. Level up.

29

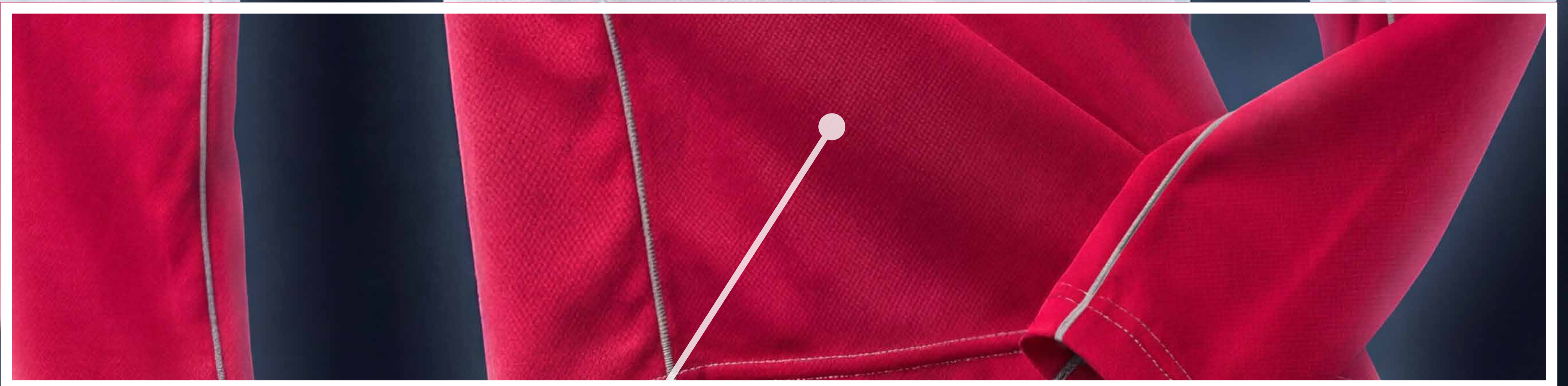
BMX

Customization

LOGHI

DETTAGLI

GRAFICA



**MASSIMA LIBERTÀ
NELLA SCELTA
CROMATICA**

APPLY YOUR LOGO AND CHOOSE THE FITTING COLORS

Scegli i tuoi colori, i tuoi loghi e gli sponsor.

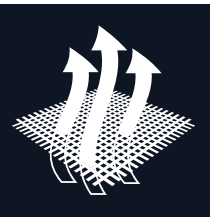
GEAR ti lascia libero di scegliere
come rappresentare al meglio la tua identità.

Customization

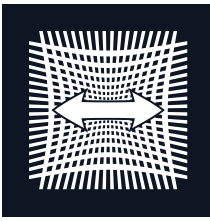


JERSEY LONG SLEEVE

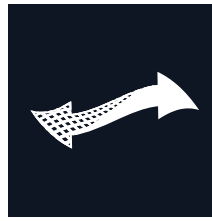
100% POLYESTER
TAGLIE 46, 48, 50, 52, 54, 56, 58
SIZE XS, S, M, L, XL, 2XL, 3XL



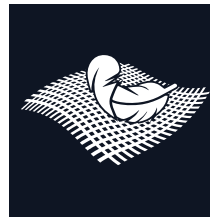
TRASPIRANTE



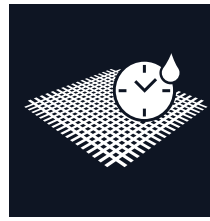
ELASTICO



RESISTENTE



CONFORTEVOLE

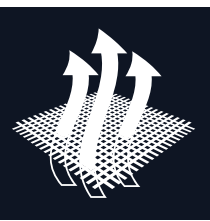


ULTRA-DRY

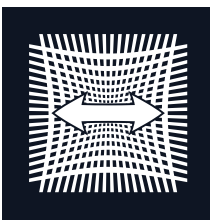


BMX PANTS

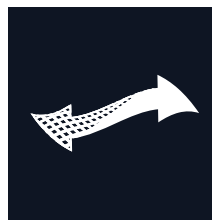
100% POLYESTER
TAGLIE 46, 48, 50, 52, 54, 56
SIZE XS, S, M, L, XL, 2XL, 3XL



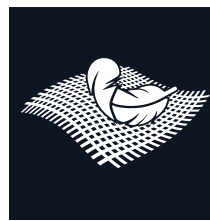
TRASPIRANTE



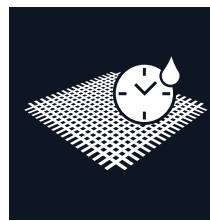
ELASTICO



RESISTENTE



CONFORTEVOLE



ULTRA-DRY



Model: ODD PINK PUNK

Model: ODD MOON RIOT



REBEL WITH A CAUSE

Ci sono rider che cercano il limite.
E poi ci sono rider che lo saltano!

Vanni Oddera è uno dei volti più riconoscibili del Freestyle Motocross europeo.

Atleta, innovatore e promotore della **mototerapia**, ha trasformato la propria passione in uno strumento capace di generare emozioni dentro e fuori dai campi gara.

La collaborazione con GEAR nasce dalla condivisione degli stessi valori: autenticità, ricerca continua, libertà creativa e desiderio di lasciare un segno.

La collezione Odd Punk celebra questo spirito attraverso capi progettati per accompagnare rider, atleti e appassionati in ogni sfida.

Perché il Freestyle è un altro modo di vedere il mondo.

Gear up. Level up.

VANNI ODDERA

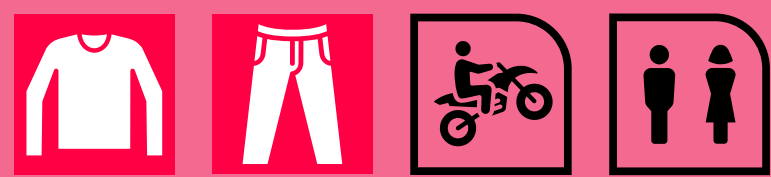
FREE RIDER
ODD PUNK COLLECTION

GEAR

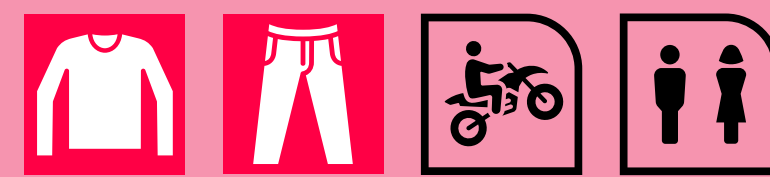
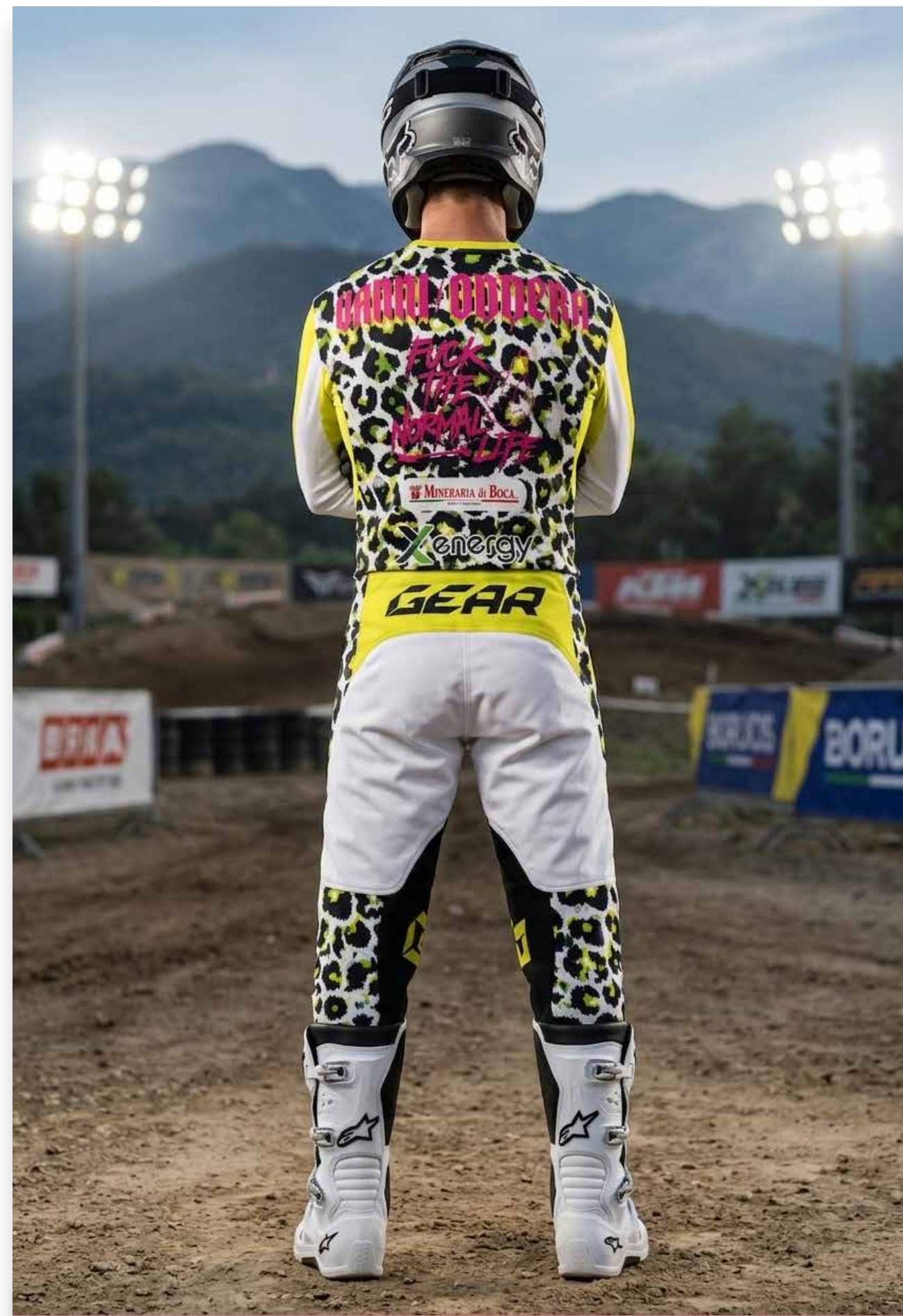
Gear up. Level up.



PINK PUNK



GREEN PUNK



SNOW LEOPARD



ODD PUNK COLLECTION 2026

Questa collezione nasce in collaborazione con **Vanni Oddera**, dove l'estetica incontra l'immaginario degli antieroi che popolano fumetti, anime e universi narrativi iconici.

Il progetto prende forma da un'idea precisa.

Non rappresenta il classico supereroe impeccabile, ma dà vita a una figura più complessa, determinata e piuttosto ribelle.

Antieroi che, proprio attraverso il loro lato più duro e indomito, riescono a diventare simboli positivi.

La **Odd Punk Collection** è un manifesto visivo: un modo per raccontare il carattere di chi sceglie di spingersi oltre i limiti, dentro e fuori la pista.

Perché, a volte, gli eroi più autentici non indossano mantelli.

Indossano tute da motocross!

Gear up. Level up.

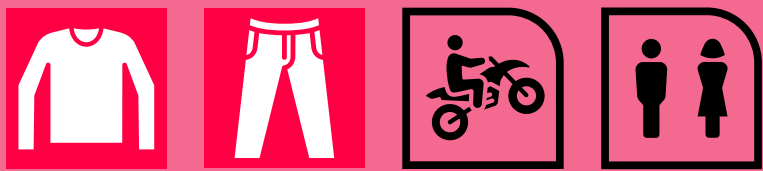
GEAR
Gear up. Level up.



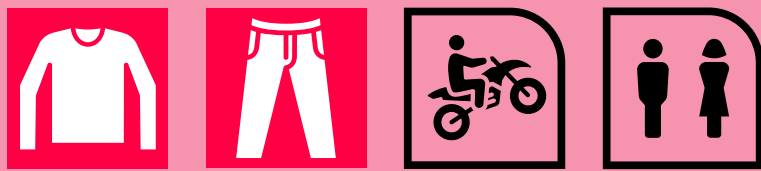
i Model: ODD GREEN PUNK i i



MOON RIOT



SAFARI



ELECTRIC MIAMI



i Model: ODD GREEN PUNK i i

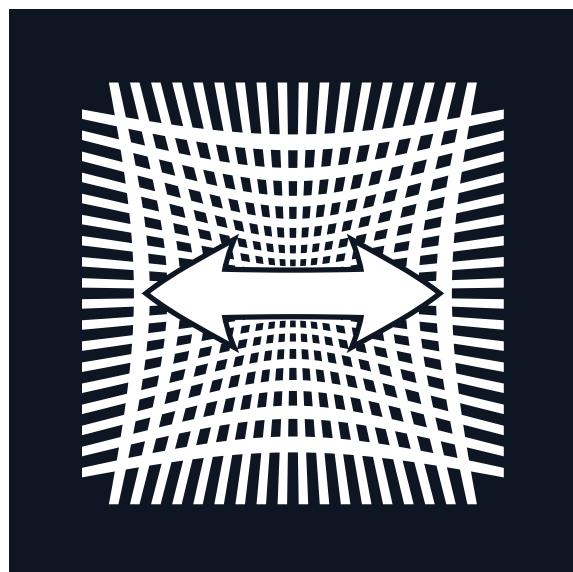
GEAR
Gear up. Level up.

Technical Info



TRASPIRANTE

Breathable



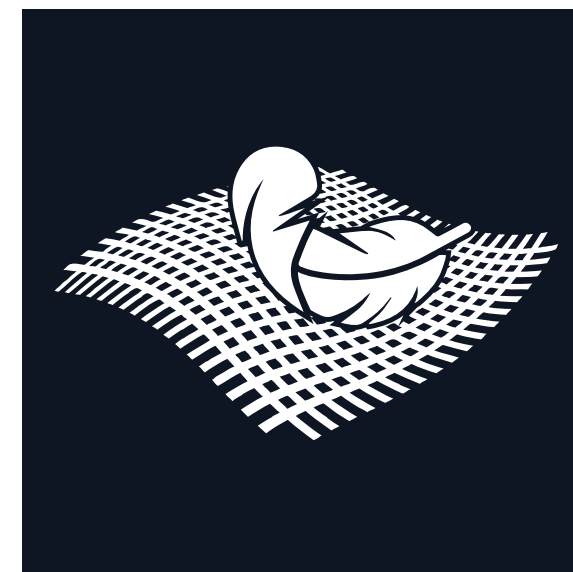
ELASTICO

Elastic



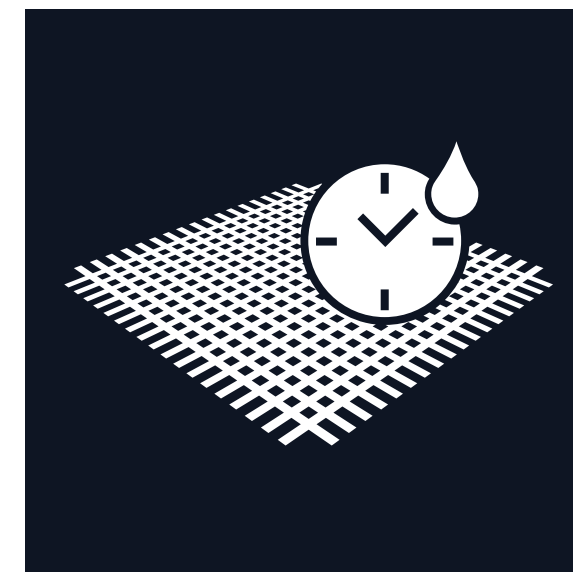
RESISTENTE

Resistant



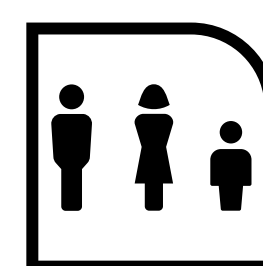
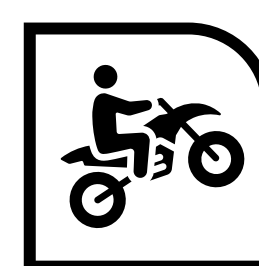
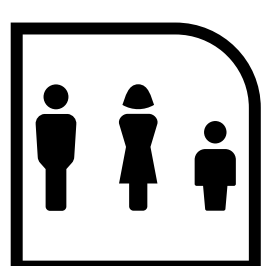
CONFORTEVOLE

Comfortable



ULTRA-DRY

Ultra-Dry



Ogni capo **GEAR** nasce per affrontare le condizioni più impegnative della guida off-road.

Utilizziamo tessuti tecnici ad alte prestazioni in poliestere ed elastane, selezionati per garantire il perfetto equilibrio tra leggerezza, resistenza e libertà di movimento.

La struttura dei materiali favorisce un'elevata traspirabilità, contribuendo alla gestione dell'umidità durante le sessioni più intense.

La **tecnologia Ultra-Dry** accelera l'evaporazione del sudore e assicura tempi di asciugatura estremamente rapidi, mantenendo il rider asciutto e concentrato.

L'elasticità multidirezionale del tessuto accompagna ogni movimento senza limitazioni, migliorando comfort e controllo in sella.

Le aree maggiormente soggette a stress sono rinforzate con cuciture ad alta tenacità e finiture progettate per resistere a sfregamenti, vibrazioni e utilizzo continuativo.

Ogni dettaglio è sviluppato per offrire affidabilità gara dopo gara: materiali selezionati, lavorazioni accurate e qualità costruttiva **Tailor-Made in Italy**.

Perché quando le condizioni diventano estreme, l'abbigliamento deve essere l'ultima delle tue preoccupazioni.

Every **GEAR** garment is designed to perform in the most demanding off-road conditions.

We use high-performance polyester and elastane fabrics selected to deliver the ideal balance of lightweight comfort, durability and unrestricted mobility.

The technical fabric construction provides excellent breathability and efficient moisture management during intense riding sessions.

Ultra-Dry technology promotes rapid sweat evaporation and exceptionally fast drying times, helping riders stay dry, comfortable and focused.

Multi-directional stretch follows every movement naturally, enhancing comfort and control on the bike.

High-stress areas are reinforced with high-strength stitching and durable finishing details engineered to withstand abrasion, vibration and continuous use.

Tailor-Made in Italy. Every component is developed to deliver reliable performance ride after ride: premium materials, precise manufacturing and authentic Italian craftsmanship.

Because when conditions become extreme, your gear should be the last thing you need to worry about.

Gear up. Level up.





GEAR

GEAR

GEAR

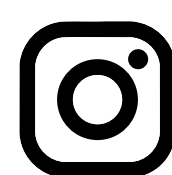
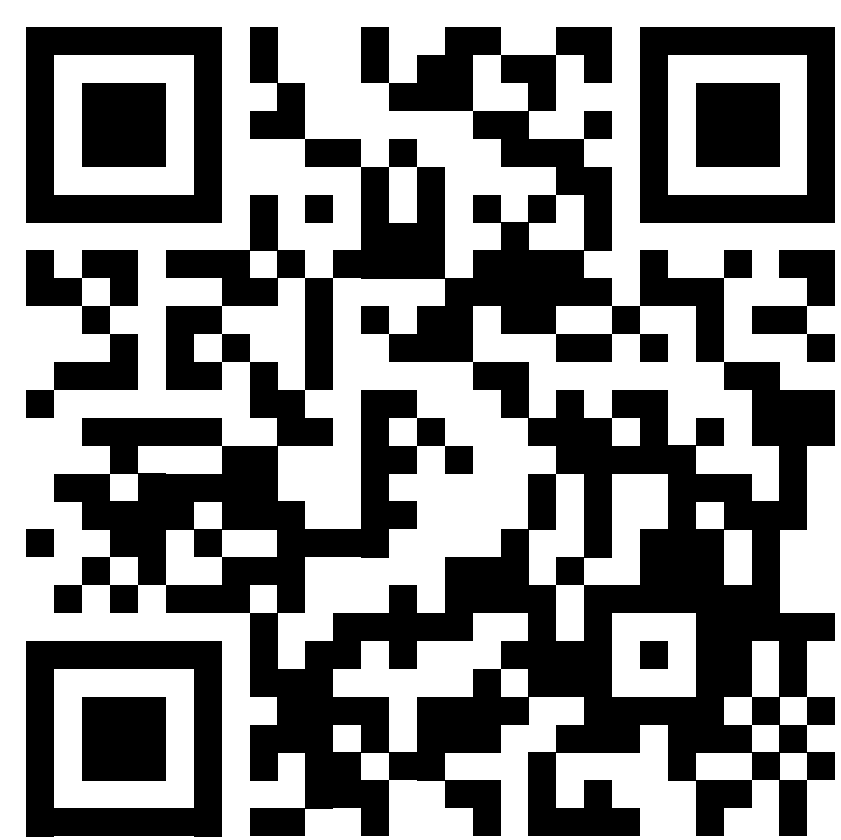
GEAR

Gear up. Level up.

Model: AH HELL TIGER



I nostri contatti



@gearlifestyleapparel

TOUCH & GO



› www.gearuplevelup.it

› info@gearuplevelup.it