

VELLO showcases its lightest folding and cargo bikes at Rinascente Piazza Duomo during Milan Design Week

- VELLO SUB, one of the lightest e-cargo bikes, shown for the first time at Rinascente as part of the Milan Design Week
- Kick off with a press event on April 16th at Palazzo Confalonieri, Via Romagnosi 8
- VELLO Bike will be featured during the Austrian Design Night on April 17th at 19:00. Hosted at the "Design Palazzo Austria", Palazzo Confalonieri, Via Romagnosi 8
- Bike tour through Milan's City of Design on April 20th, starting at 14:30 from La Stazione delle Biciclette, Corso Lodi, 66, 20139 Milan. The tour will be concluded with a talk with the Co-Founder and Designer, Valentin Vodev, and Gabrielle Diamanti a "compasso d'oro" designer and bicycle enthusiast at 7 pm at La Stazione delle Biciclette



Vienna, Austria, April 15, 2024 - VELLO Bike, the Austria-based innovator in urban mobility solutions, will showcase their new product VELLO SUB, one of the lightest longtail cargo e-bikes on the market during the Milan Design Week, taking place from April 16th to April 22nd, 2024. This prestigious event celebrates creativity, innovation, and design excellence, attracting designers, architects, industry professionals, and enthusiasts from around the globe.



As part of the Milan Design Week, VELLO Bike will present its cutting-edge bicycle designs at various events throughout the week. VELLO's folding bikes and cargo e-bike will be exhibited at Rinascente Piazza del Duomo and Design Palazzo Confalonieri, Via Romagnosi 8.

The company will kick off its participation with a press day on April 16th, offering journalists an exclusive opportunity to experience firsthand the unique features and craftsmanship of VELLO's innovative bicycles.

Continuing its engagement, VELLO Bike will be featured during the Austrian Design Night on April 17th at 19:00. Hosted at the "Design Palazzo Austria," this networking event will provide a platform for VELLO to connect with industry influencers, stakeholders, and potential partners. With an emphasis on fostering meaningful collaborations, VELLO looks forward to sharing its vision for urban mobility and design innovation with a select audience.

As a highlight, VELLO will lead a bike tour through Milan's City of Design on April 20th, 14:30, making stops at Rinascente, Palazzo Confalonieri, and several other locations. The tour will conclude with a talk featuring Valentin Vodev, Founder and Head of Design at VELLO Bike, and Gabrielle Diamanti, a "compasso d'oro" designer and bicycle enthusiast. The talk at the renowned Rinascente, will be an opportunity for shoppers and design enthusiasts visiting the iconic Milanese department store, to get to know the technology behind VELLO bikes.

The event will be accompanied by an aperitivo and music.

Registration is required at <https://vello.bike/vellotourmilano>.

Commenting on the significance of VELLO Bike's participation at the Milan Design Week, company Valentin Vodev stated, "We are thrilled to showcase our innovative bicycle designs at Milan Design Week, one of the most influential events in the global design calendar. This platform not only allows us to engage with industry professionals and design enthusiasts but also reinforces our commitment to shaping the future of urban mobility through thoughtful design and innovation."

About VELLO Bike

Recognized for its forward-thinking approach to urban mobility, VELLO Bike offers a range of foldable bicycles that seamlessly blend style, functionality, and sustainability. Each VELLO bike is meticulously engineered to provide commuters and urban dwellers with a convenient and eco-friendly mode of transportation, without compromising on performance or design aesthetics.

Further information can be found at:

<https://vello.bike>

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