

DE ROSA



ANIMA

## **Black Label, the pinnacle of personalization.**

Hand welding, tube by tube, transcends mere production choice; it embodies a profound commitment. It signifies complete mastery over the process, yet more importantly, it reflects unwavering attention to detail. Each joint emerges as a testament to experience, sensitivity, and precision.

This philosophy comes to life in the Black Label program: the pinnacle of De Rosa's production excellence.

A personalized approach that places the cyclist at the heart of the creative journey, bringing to life "Made to Measure" frames crafted to harmonize with the body, style, and aspirations of those who will ride them.

Just as Ugo De Rosa crafted bicycles with a personal, artisanal vision, the Black Label program empowers the cyclist to take charge of every choice: materials, details, geometry. Each decision plays a vital role in shaping a one-of-a-kind masterpiece, meticulously built and hand-finished by the master craftsmen of Cusano Milanino, who carry forward his legacy.

*"I will forever cherish the moments when Ugo would sit beside me, observing my work. At times, we would share a comfortable silence, while other times, he would offer a gentle nudge, a subtle flick of the wrist, or a fresh approach to the weld," reflects Alessio, our frame builder.*

*Valuable guidance, which today resonates in every frame we create, and a legacy that transforms while remaining true to its essence.*





# **Titanium an everlasting selection.**

Some materials dance with the rhythm of fashion trends, while others rise above them. Titanium is a shining example of the latter. It is not created to astonish, but to endure. It doesn't follow trends; it transcends them.

In the realm of cycling, it embodies a deliberate, almost rebellious decision: a refined material, intricate to manipulate, demanding deep expertise, seasoned experience, and a vivid vision.

In the 1990s, a titanium De Rosa frame proudly served as the official bike of Team Gewiss, a team that, with champions like Argentin and Berzin, celebrated remarkable victories: Sanremo, Liège, Flèche Wallonne, and even secured podium finishes at the Giro and Tour. This rich racing heritage signifies that the Anima, even though it may not be currently racing in the limelight of the WorldTour, embodies the very DNA of a bike designed to compete at the pinnacle of performance.

Surpassed over the years by aluminum and carbon, it continues to be the perfect material for rugged landscapes, enabling it to reclaim its place in recent times and leave a significant mark on gravel.

Its distinctiveness is found in its harmony: robust structure, resilience against wear, measured flexibility, and an innate capacity to absorb vibrations. Attributes that endure mile after mile.

Opting for a titanium bike signifies embracing a masterpiece that endures through the ages, both in performance and beauty. A bicycle that narrates a tale of purpose, resilience, and honor.



## **A proclamation of purpose**

For more than thirty years, titanium has been a cornerstone in the De Rosa workshops. This remarkable material has journeyed alongside the brand's evolution, growing ever more integral with each passing year, ultimately emerging as one of the most significant symbols of its exceptional craftsmanship.

In this journey, models like Hera embody the latest and most refined manifestation of a continually evolving tradition: a mindful reimagining of the past and its invaluable lessons.

For De Rosa, titanium transcends the realm of mere material; it embodies a language. It serves as a precise means of comprehending the bicycle as both a technical marvel and a cultural artifact.

**A proclamation of purpose rather than merely a technical choice.**

The purest expression of titanium





ANIMA



# ANIMA

*Anima represents the purest essence of titanium, as stated by De Rosa.*

*Not merely a bicycle, but the result of three decades of dedication, exploration, and a continuous conversation with a rich and esteemed material.*

*Anima is tailored to perfection. Created one by one, shaped with care and dedication. Each frame is meticulously welded by hand, tube by tube, as if each movement is a cherished ritual, performed with reverence and accuracy, until it flows effortlessly.*

*It's a bicycle crafted for the cyclist, much like a bespoke suit, engineered to harmonize with the body, riding style, and aspirations of the rider.*

*A single word (Soul) encapsulates the essence of 25 years of dedication to titanium, a material of distinction for De Rosa since the 1990s.*

*The original vision, passionately championed by Cristiano and Danilo De Rosa, aimed to transform the rich culture of Italian frame building into a contemporary masterpiece, merging timeless craftsmanship with a forward-thinking perspective. In particular, the Anima marked De Rosa's inaugural titanium bicycle, featuring the newly launched Campagnolo Super Record 12-speed groupset, exemplifying their commitment to harmonizing heritage with cutting-edge technology.*

*To this day, the Anima stands as a unique and meticulously crafted flagship road model, designed for a discerning clientele of enthusiasts.*

A close-up, horizontal view of the 'ANIMA' logo. The letters are dark, possibly black or dark grey, and are set against a highly reflective, metallic surface that shows bright highlights and shadows, giving it a three-dimensional appearance. The font is a bold, sans-serif typeface.



An eternal selection





ANIMA



DARK





Today, that spirit reveals itself in a fresh form. Anima Dark embodies the pinnacle of excellence in the creation of De Rosa frames, reflecting a philosophy of bespoke craftsmanship.

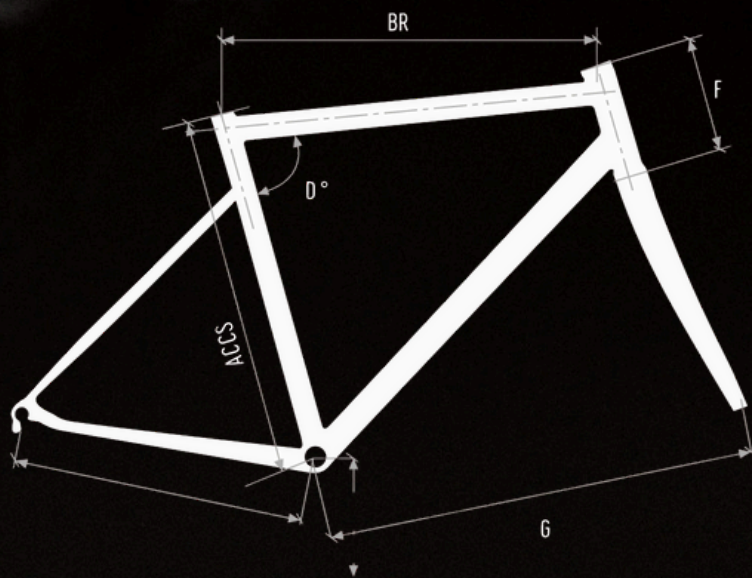
Its shimmering finish transitions from rich hues of burgundy, purple, electric blue, and teal, gracefully merging into the natural grey of titanium.

Not merely an aesthetic choice, but a powerful declaration. Anima Dark is not designed for purists; it is crafted for those who see the depth that lies beneath the surface.

The concept emerged from Alessio, one of De Rosa's skilled frame builders, who noticed the captivating reflections that form on the welds where the tubes converge. Unique living areas, each distinct, narrate the tale of the intimate conversation between hand and material. Alessio has shared his insights on titanium countless times.







	SLOPE ACCS cm	BR cm	C cm	D°	F cm	G cm
44		51	39,80	76°	10,4	58
45		52	40,10	75°30	11,1	58
46		53	40,20	75°	12,2	58,1
48		54	40,45	74°15	13,7	58,3
49		54,5	40,55	74°	14,6	58,4
50		55	40,65	73°30	15,4	58,6
51		56	40,85	73°	16,5	59
52		56,5	40,90	73°	17,3	59,20
53		57,5	40,90	73°	18,1	60,2
55		58,5	41,10	72°30	20,2	60,60

## **Assembly**

Model: De Rosa Anima

Frame: Grade 9 Titanium

Groupset: Compatible with the latest cutting-edge groupsets

Press-fit bottom bracket 86.5 x 41 mm

Integrated stem/handlebar METRON 5D EVO

100X42 110X42 100X40 120X42

Carbon seatpost

Black tape De Rosa

Saddle: SLR De Rosa

Price starting at €8852 (VAT and import duties not included)

## **Frameset**

For those who aspire to create their own Hera, one piece at a time:

Hera titanium frame paired with a carbon fork.

The perfect option for those who possess high-end components or seek a personalized build. Ideal for seasoned cyclists or for specific enhancements.

## **Optimal configuration**

For those seeking ultimate mastery on the road and exceptional performance.

- Groupset: Campagnolo Super Record Wireless 13-speed
- Wheels: Campagnolo Bora Ultra WTO

## **Personalization**

By embracing every facet of its internal construction, the opportunities for personalizing the layout, geometry, and finishes are limitless.

## **Timelines for delivery**

As each piece is crafted by hand and tailored to your specifications, the lead times may range from 4 to 12 weeks, influenced by your unique requests, customizations, and delivery schedules.





# Titanium loft

What makes De Rosa stand out?

Anima embodies more than mere "titanium."

It embodies design, shapes culture, enriches experience, and honors tradition.

Anima represents a commitment to an object that beautifully merges cycling heritage with cutting-edge innovation, ready to accompany the cyclist on every journey with unmatched elegance and dependability.

And we are eager to share this journey with you. If you wish, you can experience the creation of your bike: watch the frame come to life, observe the welding process, ask questions, and grasp every detail of the journey.

It embodies De Rosa's commitment to forging a direct, transparent, human, and enduring connection, much like this very material.







**DE ROSA**

Via Bellini, 24 | 20095  
Cusano Milanino (MI) Italy

[www.derosa.it](http://www.derosa.it)  
[support@derosa.it](mailto:support@derosa.it)

[@derosabikes](#)  
[@familyderosa](#)

+39 02 61 95 171  
+39 351 81 36 403

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