

DE ROSA



HERA

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THE NOBILITY OF ADVENTURE

Black Label

The Highest Expression of Customization

Hand welding, tube by tube, is not merely a production choice: it is a statement.

It represents total control over the process and, above all, uncompromising attention to detail.

Every joint is the result of experience, sensitivity, and precision.

This philosophy takes shape in the Black Label program: the highest expression of De Rosa's manufacturing excellence.

A tailor-made approach that places the rider at the center of the creative process, giving life to Made to Measure frames designed to adapt to the body, riding style, and ambitions of those who will ride them.

Just as Ugo De Rosa built bicycles guided by a personal, artisanal vision, the Black Label program returns full decision-making control to the rider: materials, details, geometries.

Every choice contributes to the creation of a unique masterpiece, built and finished by hand by the master craftsmen of Cusano Milanino, who learned their craft directly from him.

"I will always remember when Ugo would sit beside me and watch me work. Sometimes in silence. Other times, suggesting a slight movement of the wrist, a different weld,"
says Alessio, one of our frame builders.

Precious lessons that today live on in every frame we produce a tradition that continues to evolve without ever losing its authenticity.



Titanium A Timeless Choice

There are materials that follow fashion trends and materials that transcend them. Titanium belongs to the latter category. It is not born to amaze, but to last. It doesn't chase trends, it surpasses them.

In the world of cycling, it represents a conscious, almost counter-current choice: a noble material, complex to work with, requiring profound skills, experience, and a clear vision.

In the early 90s, when frames were made of steel, it was the light and forbidden metal, the material for connoisseurs. Strong as steel and light as aluminum, a titanium De Rosa is the official bike of Team Gewiss, contributing to the successes of Argentin, Furlan, Berzin, and Ugrumov. Their favorite bikes are on the podium of every classic: Milan-San Remo; Liège-Bastogne-Liège; Flèche Wallonne; Giro d'Italia; Tour of Lombardy; and Tour de France.

Overtaken over the years by aluminum and carbon, it remains the ideal material for rough terrain, which has allowed it to make a comeback in recent years, making a strong impact on gravel.

Its uniqueness lies in its balance: structural solidity, fatigue resistance, controlled elasticity, and a natural ability to absorb vibrations. Qualities that remain constant kilometer after kilometer.

Choosing a titanium bike means choosing a vehicle that stands the test of time, both mechanically and aesthetically. A bicycle that tells a story of use, resistance and nobility.

A Statement of Intent

Titanium has been part of De Rosa's workshops for over thirty years.

A material that has accompanied the brand's evolution, becoming increasingly central over time, until it has emerged as one of the strongest symbols of its artisanal capability.

Within this journey, models such as Hera represent the most recent and mature expression of a tradition in constant evolution: a conscious reinterpretation of the past and the lessons it has imparted.

For De Rosa, titanium has never been merely a material, but a language.

A precise way of understanding the bicycle as both a technical and cultural object.

A statement of intent rather than a simple technical option.

TITANIUM



HERA

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Hera was born in the De Rosa family in 2021 as the first titanium gravel bike. Presented earlier that year, this bike marked the historic Cusano Milanino brand's entry into the gravel segment, with an approach strongly focused on tradition and artisanal quality.

Hera is handcrafted in Italy, at our Cusano Milanino headquarters, and embodies the brand's heritage spirit: a unique, exclusive, and precious jewel, designed to last a long time and accompany the cyclist on every adventure.

The inspiration for the name comes from the goddess Hera, recalling an idea of nobility and prestige, consistent with the choice of titanium as a “noble” material for the frame.

Noble as a deity, Hera is a heritage gravel bike, perfect for tackling any terrain, from the most extreme to the simplest.

Designed and made to measure, like a haute couture dress.

A horizontal metallic bar with a brushed metal texture, featuring the HERA logo on the right side.

HERA



HERA - Features

Hera born from TIG-welded grade 9 titanium, hand-finished with smooth welds and a satin aesthetic.

This material offers an excellent balance between low weight, strength, and vibration absorption. It is known for its high resistance to fatigue and corrosion, ideal qualities for heavy-duty and long-lasting off-road use.

The head tube is machined from solid titanium to ensure great stability.

The fork is made of high-strength carbon fiber, designed to integrate with the titanium frame, helping to dampen vibrations and keep the overall weight low.

The seat stays of the rear triangle attach lower on the seat tube than on a racing or road bike to give more flexibility to the seat tube and therefore more comfort off-road.

In terms of market segment, the Hera occupies a niche in the premium/adventure gravel or luxury all-road gravel market: capable on all terrains, also suitable for long journeys, with a high-quality finish.

Whoever buys Hera enters a select club of owners of a special item.



From geometry: the frame is designed based on the cyclist's actual needs, your pedaling style, your goals, and the intended use. Mixed terrain, dirt, long distances: the design is tailored around the rider.

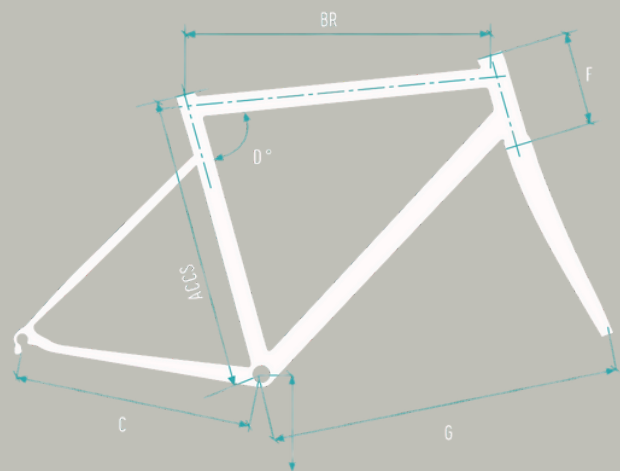
To the style: titanium finish, color, details and aesthetic choices become an integral part of the process, transforming the bicycle into a deeply personal object.

All the way down to the specs: from the technical details like the groupset, wheels, and tires to the more practical details like bag attachments, water bottles, and everything else you'll need on your adventures.

HERA

technical specifications

Size	BR	C	D°	E°	F	G	Reach	Stack
49	52,5	43,5	73°30	6,7	12,5	593	36,6	53,6
52	53,5	43,5	73°30	6,7	14,5	601	36,9	55,7
54	54,5	43,5	73°	6,7	15,5	601	37,1	56,8
56	56	43,5	73°	6,7	17,5	610	37,9	58,9
58	57,5	43,5	72°30	6,7	19,5	620	38,2	60,8



Frame	1500gr
Fork	540gr
Headset Size	1-1/2" to 1-1/2"
BB Size	86.5x4
Seatpost	31,6mm 220gr
Seatpost Closure	6nm
Tyre clearance	34cc

Assembly

Model: De Rosa Hera

Frame: Grade 9 Titanium

Sizes: 49 - 52 - 54 - 56 - 58

Groupset: compatible with the main latest generation groupsets

Press-fit 86.5x4 bottom bracket

Integrated stem/handlebar METRON 5D EVO

100X42 110X42 100X40 120X42

Carbon seatpost

Black tape De Rosa

Saddle: SLR De Rosa

Starting from €7,131 (VAT and import duties not included)

Frameset

For those who want to build their own Hera, piece by piece:

Hera titanium frame + carbon fork.

The right choice if you already have high-end components, or if you're looking for a custom build. Recommended for experienced cyclists or for targeted upgrades.

Recommended setup

For those who want maximum control on challenging terrain.

More robust setup, more grip, more safety, fewer compromises.

Group: Gravel Shimano GRX Di2 825 2x12v

Wheels: Fulcrum Rapid Red Carbon

Personalization

By following every aspect of its construction internally, the possibilities for customizing the layout, geometry and finishes are endless.

Hera is built from titanium.
A material that takes its time.
It absorbs, supports, and delivers
a full, continuous sensation.
A bicycle that does not ask you to
choose just one path,
but to ride them all.



HERA – Ride feel

"A De Rosa is forever. A titanium bike, handcrafted, difficult—if not impossible—to surpass. Quality and finishing are beyond compare, and customer satisfaction is unmatched."

"A company that has made—and continues to make—the history of road cycling. A pinnacle of Made in Italy excellence. Our thanks to the entire De Rosa family for their constant dedication. For those who want a truly bespoke bike, with top-tier materials, finishes, and design."

Each frame is born from a fully artisanal process. Crafted one at a time at the Headquarter in Cusano Milanino, each frame requires nearly a full week of work.

From tube preparation to final welding, every step takes place in-house, under the watchful eye of those who know the material intimately and respect both its limits and its potential.

Gravel paths, rough asphalt, white roads, long rides.
Hera remains stable, reliable, reassuring.
Always ready. Never twitchy.
A gravel bike for those who love to ride without a fixed plan.
For those seeking a bicycle that never becomes a limitation.
For those who want to build a relationship, not just a configuration.



FAQ

Is Hera a gravel race bike or a long-distance gravel bike?

It's a heritage gravel bike, designed to last and to rack up hours, not to be the twitchiest bike in the segment. If you want a bike that stays composed on rough surfaces and makes you want to extend your ride, Hera is the right choice.

Why choose titanium today?

Because titanium delivers a type of ride that carbon rarely replicates: fuller, more forgiving, continuous. If you ride real gravel, rough roads, long trips, and want a bike that won't tire you out or worry you over time, titanium is the right choice.

So Hera isn't performance-oriented?

It is performance-oriented, but in a different way. It's not built to give you a "nervous snap" sensation—it's designed to provide efficiency and control when hours in the saddle increase and terrain worsens.

What about more challenging gravel, stones, technical descents—can it handle it?

Yes, it handles them well because it's built to be stable and reliable. The key is proper setup: correct tires, correct pressure, and dependable wheels. Hera gives you a solid foundation.

Is it suitable for travel and bikepacking?

Absolutely. During configuration, we can plan mounts for specific kits, bags, and equipment.

What is the riding position like?

Balanced. It puts you in an efficient but sustainable position for long hours. It's not a "short race" position—it's a position for a long ride done right.

Which wheels do you recommend?

It depends on your usage. For long distances on rough surfaces, durability and reliability come before weight. For smoother gravel, you can go for lighter, more responsive wheels.

How do I find the ideal frame size for me?

You can choose from five available sizes or create a fully custom frame, personalizing measurements, geometry, and angles.

We'll be happy to welcome you and personally take your measurements or collaborate with your trusted biomechanic.

Which tires can I mount?

The rule is to use tires that are comfortable and safe for the type of riding you plan. Thanks to the wider fork, Hera can accommodate tires up to 40 mm—perfect for tackling the most challenging terrain.

Is it easy to maintain?

Maintenance of a titanium bike is simple thanks to the material's high corrosion resistance and durability. It is enough to clean the frame with warm water, mild detergent, and a soft cloth after each ride. Avoid abrasive products and direct water jets to protect other components.

Can I purchase the frame only?

Absolutely. All De Rosa bikes are available either as fully built bikes or as frame-only, allowing maximum personalization in every aspect.

Can I heavily customize the build?

Yes, you can choose every detail, from size, color, and finish to components and accessories.

What are the delivery times?

As each frame is handcrafted, delivery times may vary depending on the number of orders. Generally, they range from 4 to 12 weeks, with a more precise estimate provided at the time of order.

What coverage do I have for the frame and components?

We recommend consulting the official warranty manual, which you can find here: warranty.derosa.it

Didn't find the answer to your question?

Write to us at help@derosa.it

or fill out the form available here: [Help Center](#)

Titanium Loft

Why choose De Rosa?

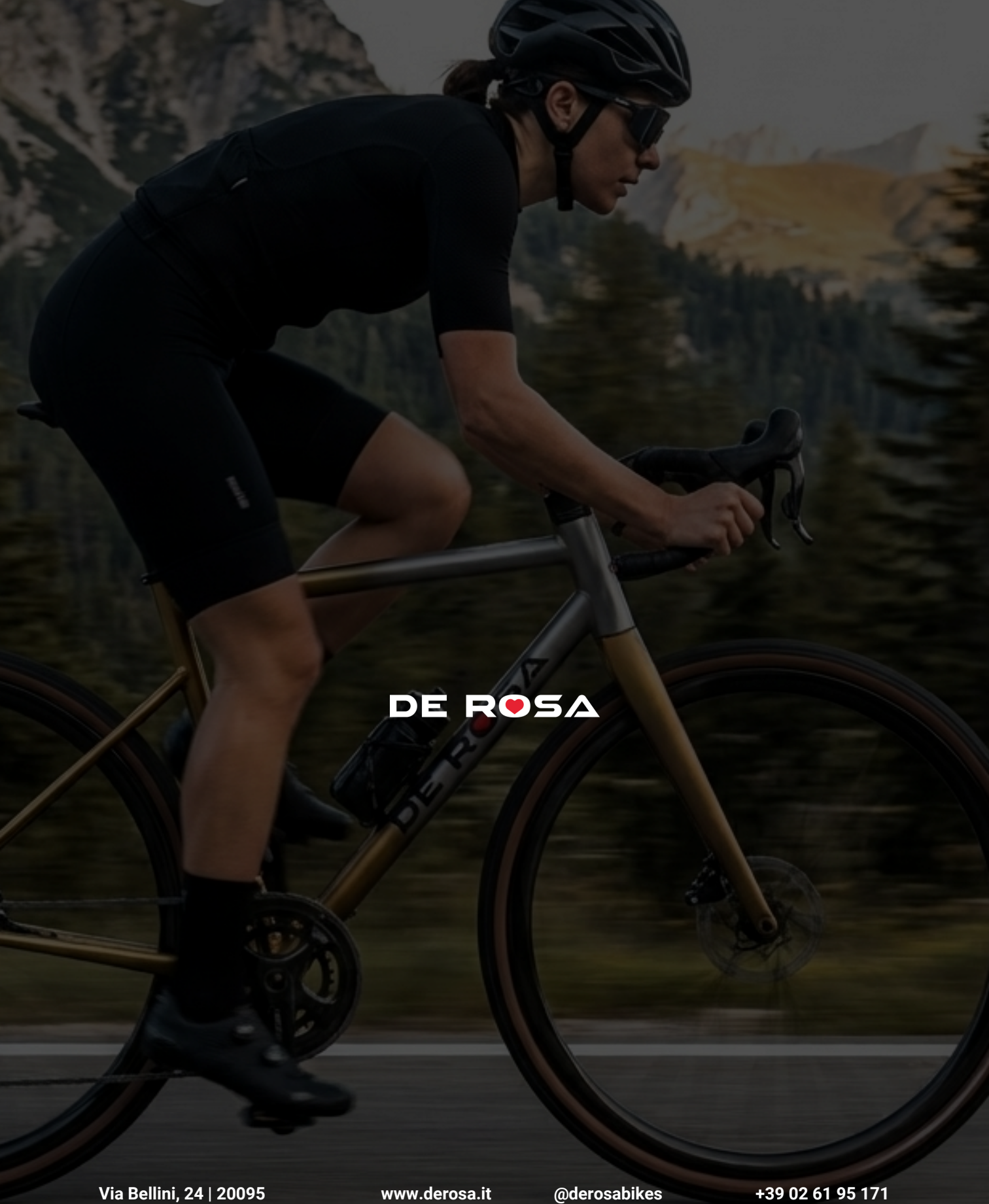
Because Hera is more than just “titanium.”

It's all about design, the culture of the frame, the experience, and the tradition. Hera is a special investment in a product that blends cycling tradition with fresh ideas, ready to support the cyclist on every adventure with amazing style and dependability.

And we can't wait to share it with you! If you're interested, you can be there for the creation of your bike: watch the frame come together, see the welding in action, ask any questions you have, and learn about each step of the process.

It's De Rosa's approach to creating a direct, open, friendly, and lasting connection, just like this material.





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