

APPAREL AND ACCESSORIES

Prada and Pirelli partner to sponsor yacht racing team Luna Rossa Challenge

August 13, 2018



The 36th America's Cup begins in 2021. Image credit: Luna Rossa Challenge

By STAFF REPORTS

Italian fashion label Prada is partnering with auto brand Pirelli to sponsor the yacht racing team Luna Rossa Challenge at this year's America's Cup.

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The partnership will see the two brands sponsoring the team and having their logos appear on the hulls of the yachts used in the race. The America's Cup is the oldest and most prestigious yacht racing tournament in the world, giving both brands exposure to high-end consumers who watch the sport.

"Pirelli chose to be a part of this project because it represents both a sporting and technological challenge, able to bring Italy and the Pirelli brand to the attention of the entire world," said Marco Tronchetti Provera, executive vice president and CEO of Pirelli, in a statement.

Yacht sponsorship

The next edition of the America's Cup is set for New Zealand in 2021.

Between now and then Prada and Pirelli will be working together to sponsor the Luna Rossa Challenge team, providing financial backing and branding over the next few years.

Prada and Pirelli will host a series of regattas, events and activities themed around yachts over the next three years, with brand image front and center.

Yacht racing as a sport attracts highly wealthy fans who are the perfect recipients for brand messaging from Prada.

The Italian fashion label will also sponsor the America's Cup tournament itself, increasing its exposure to the tournament's many affluent attendees.



Luna Rossa Challenge joins the tournament. Image credit: Luna Rossa Challenge

Pirelli has made sustainability and environmental awareness a key part of its strategy recently, making it a great partner for Prada which has been doing similar projects. For instance, Prada is teaming with the Yale School of Management and Politecnico di Milano School of Management to explore how digital intersects with sustainability.

On Nov. 28 in Milan, Prada will gather executives and students for a "Shaping a Sustainable Digital Future" conference. This is the second of Prada's future-focused events, as the brand seeks to create a conversation around sustainability ([see story](#)).

"The America's Cup, as Formula 1 is to motorsport, is the most prestigious sailing competition, with a great history and tradition," Mr. Provera said. "It embodies values and is for a public of impassioned fans that perfectly match Pirelli's, enabling the company to continue enriching its brand, reinforcing its positioning in high technology with clients around the world and its relationship with consumers through traditional channels and all the new digital platforms."

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