

SPORTS

Puig sets sail as naming partner of inaugural Women's America's Cup

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The 37th America's Cup has welcomed the conglomerate as a partner, while also granting the group naming privileges to the first-ever Women's America's Cup. Image credit: America's Cup

By LUXURY DAILY NEWS SERVICE

Spanish fashion and fragrance business Puig is gearing up for two major global sailing events.

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The 37th America's Cup has welcomed the conglomerate as a partner, while also granting the group naming privileges to the first-ever Women's America's Cup. Becoming an enlisted party with both events bestows Puig with the unique honor of sponsoring the oldest trophy in international sports as the corporation simultaneously engages with one of the newest.

"As a Barcelona-based company deeply rooted in the city's culture and maritime heritage, we are thrilled to be a Global Partner of the 37th America's Cup and the official naming partner of the inaugural Women's America's Cup," said Marc Puig, chairman and CEO of **Puig**, in a statement.

"Puig's support will help inspire future generations of women to actively participate in competitive sailing and break down barriers in the sport," he said. "The America's Cup represents a glorious tradition of sailing excellence, and we are honored to be associated with this historic event."

"Through our sponsorship, we aim to enhance the experience for participants and spectators alike and foster a sense of unity and camaraderie within the sailing community."

Trailblazing on water

Officially called the Puig Women's America's Cup, the new competition will grant opportunities to female sailors previously unheard of.

The holding company views the collaboration as a demonstration of its commitment and dedication to gender equality within the sport. Given a dedicated platform to showcase their skills and talents, the professionals will dominate in their own domains.

Those who excel can create a pathway to the main America's Cup. The Puig Women's America's Cup will set sail during the 37th America's Cup in October 2024.

Puig has long involved itself with sailing events in an ode to its maritime roots, sponsoring the Copa del Rey contest in Palma de Mallorca from 1984 to 2006, and partnering with Real Club Nautico de Barcelona to organize the Puig Vela Clsica Barcelona regatta, now in its 16th edition, in 2008.

Previous successes considered, the conglomerate takes pride in its new women's arm.

With 12 teams representing America, Australia, Canada, France, Germany, Great Britain, Italy, the Netherlands, New Zealand, Spain, Sweden and Switzerland at the event, Puig hopes sailing will reach a wider audience.

Eyeing excellence across the board, dynamic initiatives have fueled Puig's growth in recent times. In 2022, executives announced that the company was on track to reach this year's revenue goal well ahead of schedule ([see story](#)).

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