

SPORTS

# Louis Vuitton renews title partnership with America's Cup

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One of two trunks that the fashion house brings to the table this year will hold the Auld Mug, the world's oldest international sports trophy. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton is renewing its relationship with a prominent sailing competition.

The brand is the title partner of the 37th America's Cup Barcelona, occurring Aug. 22 Oct. 20, 2024. The luxury label has crafted the Louis Vuitton Cup Trophy and various trunks for 40 years, since 1983.

"It's with an immense sense of pride that we return to this historical competition as Title Partner," said Pietro Beccari, president and CEO of [Louis Vuitton](#), in a statement.

"Port Vell of Barcelona will be the setting for a display of elegance and power, where teams will compete with boldness, talent and mastery on increasingly innovative yachts," Mr. Beccari said. "These values equally reflect the spirit of Louis Vuitton and its artisans."

## Big splash

One of two trunks that the fashion house brings to the table this year will hold the world's oldest international sports trophy.

Dating back to 1851, the Auld Mug is given to the winner of the overall tournament. The other monogrammed showpiece case will be granted ahead of the main America's Cup slot, as Louis Vuitton prepares to host an important qualifying round.



Louis Vuitton returns as the event's title partner for the 37th edition of the nearly 200-year-old sailing competition. Image credit: LVMH/ARR

From Aug. 29 to Oct. 7, 2024, five teams from across the globe Ineos Britannia, Alinghi Red Bull Racing, Luna Rossa Prada Pirelli, NYYC American Magic, and Orient Express Racing will compete at the Louis Vuitton 37th America's Cup Barcelona, also called the Challenger Selection Series, for the opportunity to come face-to-face with defending champion Emirates Team New Zealand and also hold the Louis Vuitton Cup Trophy.

Whichever team prevails will compete with Emirates Team New Zealand for the Auld Mug on Oct. 12, 2024.



A timeline for the The Louis Vuitton 37th America's Cup Barcelona. Image credit: America's Cup

Louis Vuitton's presence at America's Cup combines the worlds of luxury and water sports, a partnership other maisons have also harped on, including Spanish fashion and fragrance business Puig ([see story](#)) and Swiss watchmaker Rolex ([see story](#)).

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