

APPAREL AND ACCESSORIES

Loro Piana reels in title sponsorship of Giraglia Regatta

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Pier Luigi Loro Piana, deputy chairman of the brand, will participate aboard his boat, My Song. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

Italian cashmere and wool label Loro Piana is gearing up for an upcoming sailing race.

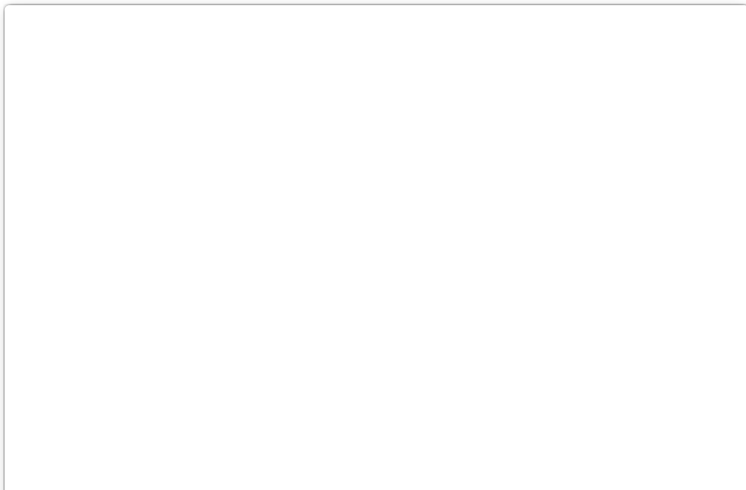
The brand will be the official Title Sponsor of the 71st Giraglia Regatta, further establishing its dedication to nature and the world of sports. Taking place from June 7-15, 2024, the Mediterranean event is being organized by the Yacht Club Italiano with support from the Nautical Society Of Saint Tropez.

“There has always been a very strong connection between Loro Piana and sailing,” said Damien Bertrand, CEO of [Loro Piana](#), in a statement.

“We share many common values: tradition, passion or should I say obsession for excellence, for perfection, for perseverance even more so through the lens of the Giraglia Regatta,” Mr. Bertrand said. “Sailing means contact with nature, but also research: it is an extraordinary open-air laboratory that has always been exploited by Loro Piana to experiment with the best performing and most innovative solutions.”

Fashion for sail

Announced in mid-January of this year, the sponsorship nods to the founding family’s love of sailing.



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A post shared by Yacht Club Italiano (@yachtclubitaliano)

Pier Luigi Loro Piana, deputy chairman of the brand, will participate in the Giraglia Regatta. He and a crew will compete aboard his boat, *My Song*.

The 241-nautical-mile offshore race itself is known to be one of the most storied and elite sailing events in the Mediterranean.

Starting in Saint-Tropez, France, the title island of Giraglia, off of the northern tip of Corsica, France, is the event's midpoint. Jumping off from there, competitors will finish their journey in Genoa, Italy.



Since 1924, Loro Piana has been making clothing suitable for inclement weather and activities such as sailing. Image credit: LVMH/ARR

This part of the race will commence on June 12, 2024. Beforehand, the Loro Piana Giraglia 2024 will include inshore races in Saint-Tropez from June 8-11.

Interested parties can register and find notices concerning the event at loropianagiraglia.com.

The luxury brand's involvement deepens its ties to sports ([see story](#)), and century-old commitment to blending fashion and the great outdoors ([see story](#)).

"I am delighted to start my term by welcoming on board such an important and recognized brand worldwide as Loro Piana," said Carlo Cameli, president of the Yacht Club Italiano, in a statement.

Loro Piana Giraglia 2024 is commencing soon

"Its history is closely linked to sports, particularly sailing," Mr. Cameli said. "Associating its name with the Giraglia Regatta is a great honor for us, and we are confident that it will perpetuate the prestige of this event; a definite added value for all enthusiasts and sailors who will gather in Saint-Tropez next June for a memorable week."