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The designer Patricia Urquiola is the creator of the trophy

The first women's regatta in the history of the America's Cup, the **Puig Women's America's Cup**, is presented in Barcelona

The first women's regatta in the history of the America's Cup, the Puig Women's America's Cup, was presented this evening by **Puig** at the Fundación Miró. The competition will take place in Barcelona from October 5th to 13th as part of the 37th edition of the America's Cup. During the presentation, the design of the competition's logo was unveiled, as well as the trophy that the winning team will receive, the work of architect and designer Patricia Urquiola. The presentation event was attended by Grant Dalton, CEO America's Cup Event; Marc Puig, Chairman and CEO of **Puig**; Abby Ehler, offshore sailor, and Puig Women's America's Cup Event Coordinator; Silvia Mas, sailor of Sail Team BCN, the Spanish entrant, and Patricia Urquiola.

The Puig Women's America's Cup will be one of the highlights of the 37th America's Cup. Joining the six established official participants representing New Zealand, Great Britain, Italy, Switzerland, the United States and France are six new teams from Spain, the Netherlands, Canada, Germany, Sweden, and Australia. The addition of new teams and countries further enhances the anticipation of an extraordinary sailing experience.

Puig, a global Premium Beauty company, is collaborating in the 37th edition of the America's Cup as a global sponsor and as a Naming Partner of the first women's race in the history of the America's Cup. This commitment reflects its local identity as a global company based in the city of Barcelona and its rich nautical heritage. With a long tradition of sponsorship within the world of sailing, **Puig** is proud to support this historic competition, while promoting and reinforcing the presence and excellence of women in the sport.

"Sailing, Barcelona, and women are three words closely associated with **Puig**. We have supported sailing regattas for more than 40 years, we are a company born and rooted in Barcelona, and women are at the heart of our consumers and our people. This is why we decided to support this beautiful idea as soon as we learned that Barcelona would be the location of the America's Cup in 2024, and that it would be the first time ever that a women's regatta would be included: the Puig Women's America's Cup", said Marc Puig, **Puig** Chairman and CEO.

Grant Dalton, CEO America's Cup Event, is proud to have **Puig** as a Global Partner of the 37th America's Cup and as a Naming Sponsor of the Women's America's Cup. Speaking about the collaboration, he added: "The support of **Puig** in the inaugural Women's America's Cup is a significant milestone not only in the history of the America's Cup but in the sport of sailing. Its significance cannot be under-estimated and we're anticipating the Puig Women's America's Cup to be one of the highlights of the 37th America's Cup regatta. Thank you to Marc and all his team for their continued support."



For Abby Ehler, offshore sailor, and Puig Women's America's Cup Event Coordinator, "The Puig Women's America's Cup is the most exciting initiative that I've seen for female participation in sailing in my career. This will strengthen the pool of sailors aiming to make it to an elite level and supporting those pursuing technical shoreside roles. Providing a platform and opportunity for female sailors globally and creating more high-profile role models that will inspire young girls at the grassroots of our sport."

Silvia Mas, sailor of the Spanish team, has highlighted "**Puig's** interest and commitment to promote gender equality within the sport of sailing", while stating that the Puig Women's America's Cup "will provide the racing sailors who are the very future of the America's Cup with the ultimate platform to showcase their skills in a first-class fleet where serious talent will be on display. The Puig Women's America's Cup is the ultimate pathway and a compelling competition where the very best will be able to shine on the global stage."

Women in the history of America's Cup

Although women have been present in the America's Cup from some of the earliest regattas, they have never been present in a constant way. European women were the first women to participate in the competition: Susan Henn (1886) aboard the Irish challenger Galatea, and aboard the English boats Enid Wyndham-Quinn (1893) and Phyllis Sopwith, in the 1930s. They were joined by their American colleagues Edith Hope Goddard Iselin who was part of the winning crew three times (between 1895 and 1903), Gertrude Vanderbilt (1930) and also Elizabeth 'Sis' Hovey (1934).

After a lengthy period in which no women featured in the America's Cup, in 1995 there was a women's challenge from America aboard Mighty Mary, sponsored by Bill Koch and skippered by American sailor Dawn Riley. Leslie Egnot from New Zealand helmed, and Annie Nelson did tactics.

However, since the rapid advancement of the foiling era in the America's Cup, there have been no women onboard the AC75 yachts- until now. But with the inaugural Puig Women's America's Cup and the development of the AC40, there is now a pathway to future participation by female athletes. In total there will be upwards of 70 female athletes in Barcelona competing for the Puig Women's America's Cup – a ground-breaking and remarkable initiative underlining that after 173 years of history, the America's Cup and **Puig** are strongly committed to the inclusion of women in the competition, with the inaugural Puig Women's America's Cup in Barcelona.

A unique design for an historic moment

The Spanish architect and designer Patricia Urquiola was commissioned to design and shape the trophy that the winning women's team of the Puig Women's America's Cup will receive on October 13. For this, Urquiola used "a simple, geometric figure, like a cylinder, without decorative elements or a base, which at one point opens up like a large sail struck by the wind". Made of silver, with a height of 58 cm and weighing about 5 kg, its interior hides a rose gold effect. The finishing has been done by means of an exhaustive chiseling in the widest part of the cylinder. Unlike the original America's Cup trophy - designed by Robert Garrard in 1848 - the Puig Women's America's Cup lacks handles so that "the winning team can embrace it in its full form," according to the designer.



About Puig

Puig is a home of Love Brands, within a family company, that furthers wellness, confidence and self-expression while leaving a better world. Since 1914, our company's entrepreneurial spirit, creativity and passion for innovation have made **Puig** a global leader in the premium beauty industry. Present in the fragrance and fashion, makeup and skincare segments, our house of Love Brands generates engagement through great storytelling that connects with people's emotions and is reinforced by a powerful ecosystem of founders. **Puig** portfolio includes our brands Rabanne, Carolina Herrera, Charlotte Tilbury, Jean Paul Gaultier, Nina Ricci, Dries Van Noten, Byredo, Penhaligon's, L'Artisan Parfumeur, Uriage, Apivita, Dr. Barbara Sturm, Kama Ayurveda and Loto del Sur as well as the beauty licenses of Christian Louboutin, Banderas and Adolfo Dominguez, among others.

At **Puig** we honor the values and principles put in place by three generations of family leadership. Today we continue to build on that legacy, through conscious commitments in our ESG Agenda (environmental, social and governance) aligned with the UN Sustainable Development Goals. In 2023, **Puig** recorded net revenues of €4,304 million. **Puig** sells its products in more than 150 countries and has offices in 32 of them.

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About the America's Cup

The America's Cup is the oldest international sporting trophy –dating back to 1851– and stands as one of the hardest sporting endeavours. The New York Yacht Club, one of the most prestigious clubs in the world, held the trophy for 132 years before losing it in 1983 to Australia. Since then, the Cup has only been won by teams from the United States, Switzerland, and New Zealand. The current Defender of the America's Cup is Emirates Team New Zealand, representing the Royal New Zealand Yacht Squadron.

The 37th America's Cup will take place between August and October 2024 in the beating heart of Barcelona, one of the most visited cities on planet earth. Situated around the Port Vell and out along the beach to Port Olímpic, the sailing world has made Barcelona their home for what promises to be one of the most intense America's Cups in the event's 173-year history.

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