

## The Woolmark Company partners with Luna Rossa Prada Pirelli Team in the challenge for the America's Cup

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The Woolmark Company was today announced as the official technical partner of the America's Cup team Luna Rossa Prada Pirelli, at a press conference at Pitti Immagine Uomo 96 in Florence. The Woolmark Company will research, develop and support the Luna Rossa Prada Pirelli Team to create wool-rich technical garments to be worn by the entire Luna Rossa sailing team during training, sailing and offshore activities.

The new partnership highlights the strong link between the world of sport and the world's original performance fibre - Merino wool. Now in its 36th edition, the America's Cup is the oldest trophy in the history of sport, which sees the participation of the most technologically advanced boats in the world.

The Woolmark Company's commitment to championing innovation will see the development of a Merino wool-rich uniform to support the Luna Rossa Prada Pirelli crew across the regattas, events and activities. The Woolmark-certified Luna Rossa team and crew uniform-will include: waterproof jacket, soft shell jacket, polo shirt, T-shirt, wet jacket, blouson, wetsuit and base-layers.

"The partnership between the Luna Rossa Prada Pirelli team and The Woolmark Company is based on a shared philosophy, inspired by innovation and technology, as well as research into new materials and social responsibility," said Prada Group Head of Marketing and Communication Lorenzo Bertelli. "I am certain that having The Woolmark Company as technical partner will add even more prestige to the team."

Max Sirena, Team Director, said: "Our physical activity is very demanding in terms of clothing: the garments we wear must be as isothermic, elastic, breathable and water resistant as possible. Well, I discovered on my own skin that Merino wool is all this. It really is a performance fibre, and besides that, it is also absolutely sustainable and biodegradable. I must say that our new uniforms are a wonderful surprise that makes our body - and our spirit - feel good."

As the world's oldest fibre, wool is 100% natural, renewable, biodegradable and is the most reused, recycled apparel fibre on the planet. Moving away from uniforms made from synthetic fibres, the use of wool in the Luna Rossa Prada Pirelli team uniforms offers a natural solution with reduced environmental impact and will be tested by the best through this technical partnership.

"The America's Cup has always symbolised the best of the best - from the best boats, to the best crews and now the best fibre," explains The Woolmark Company Managing Director Stuart McCullough. "It's the first time wool will take to the seas on such a large scale and allows us - along with Australia's 60,000 woolgrowers - to see Australian wool used in such an innovative way."

In 2020, the first regatta of the America's Cup World Series will take place in Cagliari, Italy. Additional World Series events will be held around the world in the lead up to Auckland, New Zealand, where in early 2021, the Prada Cup will decide the Challenger who will race in the 36<sup>th</sup> America's Cup, presented by Prada, scheduled for March 2021.

For more information or the film embed link, contact [pr@wool.com](mailto:pr@wool.com).

Images can be downloaded from [newsroom.woolmark.com](https://newsroom.woolmark.com).

# Media Release

## **About The Woolmark Company:**

The Woolmark Company is the global authority on wool. Through our extensive network of relationships spanning the international textile and fashion industries, we highlight Australian wool's position as the ultimate natural fibre and premier ingredient in luxury apparel.

The Woolmark logo is one of the world's most recognised and respected brands, providing assurance of the highest quality, and representing pioneering excellence and innovation from farm through to finished product.

The Woolmark Company is a subsidiary of Australian Wool Innovation, a not-for-profit enterprise that conducts research, development and marketing along the worldwide supply chain for Australian wool on behalf of about 60,000 woolgrowers that help fund the company.

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