



36TH AMERICA'S CUP

PRESENTED BY

PRADA

AUCKLAND 2021

NORTH SAILS

IS THE

OFFICIAL CLOTHING PARTNER

OF THE

36TH AMERICA'S CUP PRESENTED BY PRADA



AMERICA'S CUP

The oldest trophy in international sport dating back to 1851 (168 years ago)

It's affectionately known as the Auld Mug (la vecchia brocca)

Rules are very simple: the defender represents the yacht club that currently holds the America's Cup and the challenger represents the yacht club that is challenging for the cup.

The timing of each match is determined by an agreement between the defender and the challenger.





AMERICA'S CUP

The first Cup was held in UK and won by the schooner America. That's why it became America's Cup and it was donated to the NY Yacht Club

The NYYC successfully defended the trophy twenty-four times in a row

Until 1967, there was always only one challenger. In 1970, for the first time, there were multiple challengers.

Since 1983, Louis Vuitton has sponsored the Louis Vuitton Cup as a xw for the winner of the challenger selection series.

From Next edition this will become the PRADA CUP.

Though the boats and rules have evolved across the years (from J-Class to catamarans to monohulls), our shared story and passion for sailing remains unwavering.





NORTH SAILS & AMERICA'S CUP

Since 1980, we have powered 12 race wins; since 1988, every single Challenger and Defender in the America's Cup has used North Sails.

To celebrate these outstanding achievements and advancements we present a unique collection crafted entirely from recycled materials, combining high-performance solutions with SUSTAINABLE PERFORMANCE.





PAST BOATS



THE NEXT BOATS

The AC75, which will contest the America's Cup in 2021 in Auckland, will marry together cutting-edge design, while rewarding traditional sailing skills. Despite the return to soft sails instead of a solid fixed wing, designers from Emirates Team New Zealand, who have been working on the concept, believe that it could go faster than the boats that contested the Cup in Bermuda this summer

AC75

Furling Code Zero sail for light wind

Open hull design

Tail T-foil

Twin canting T-foils ballasted to provide stability



AMERICA'S CUP PERFORMANCE SUSTAINABILITY HERITAGE 2021

NORTHERN SAILS



AMERICA'S CUP CAMPAIGN

The ambassador of the Acup campaign is Jon Kortajarena, Spanish model and influencer with over 2mln followers on Instagram. He's a Greenpeace activist and committed to protect the environment.

The pillars of the campaign are:
PERFORMANCE
HERITAGE
SUSTAINABILITY





SUSTAINABLE PERFORMANCE



ADV CAMPAIGN MOOD



ABILITY
LIMITLESS
HIGH-INTENSITY