



# Fast fashion

Prada CEO Patrizio Bertelli doesn't like to play it safe, and now his yacht is competing in the most challenging of sailing events, the America's Cup. He tells Robert Johnston how he got his wife, designer Miuccia Prada, on board, how his crew knocked out Ben Ainslie, and why it pays to take risks – in fashion, art and sport

The America's Cup is Formula 1 on water, where hi-tech yachts achieve once-unimaginable speeds while competing for the oldest international sports trophy in the world – known affectionately as the 'Auld Mug'. And for the past four years Patrizio Bertelli, billionaire co-CEO of global fashion group Prada, has had his fingers crossed that the Luna Rossa Prada Pirelli team will, after 20 years of competing, finally sail to victory.

Bertelli, now 74, was born in Arezzo in Tuscany, and since his youth has been a passionate sailor. 'It

all started back in the 1970s,' he says, 'with a group of friends at the sailing club in Castiglione della Pescaia on the Tyrrhenian Sea.' Before the pressures of business made it impossible, he used to try to spend two months a year sailing. He has competed across Europe and still races in vintage 12-metre regattas.

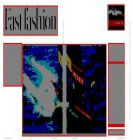
His involvement with the America's Cup, though, only dates back to 1997. 'I was talking to the Argentinian racing-yacht designer Germán Frers, who was designing a new boat for my family, when he told me, "You are exactly the sort of person who should be thinking about the America's Cup."'

Up until then, the race had been merely a casual interest, but as Frers had already created an America's Cup yacht, *Il Moro di Venezia*, for an Italian team – sponsored by the late industrialist Raul Gardini – that had been runner-up in 1992, Bertelli was confident that he knew what he was talking about. The figures involved were, unsurprisingly, breathtaking. Gardini was said to have sunk \$200 million (£146 million) in today's money into his attempt. 'So I went back home and to the company to try and work out if it was even financially viable,' says Bertelli, who is sporting a black polo-neck, a signature Prada look.

The most important person to persuade was his wife and co-CEO, Miuccia Prada. The couple had first met at a trade fair in Milan in 1978, when Bertelli was the owner of a leather factory in Arezzo and Prada was an ambitious young designer at her family's leather-goods business. Prada was looking for a manufacturer for her bags, and when she arrived at her future husband's stand she realised he was the perfect man to work with. It seems that it was business at (nearly) first sight, and love at second.

Together, they built an empire, and today Prada is





one of the most successful luxury conglomerates on the planet. The Prada Group also owns Miu Miu, Church's, Car Shoe and Marchesi 1824. The Prada brand itself is valued at \$4.5 billion (£3.2 billion), according to Interbrand, and Prada Holding owns 80 per cent of the business. Hardly surprisingly, *Time* magazine has named them one of the most influential couples in the world.

'When we first discussed the America's Cup,' recalls Bertelli, 'the main difficulty was that it all seemed so far away. The race was to be held in New Zealand in 2000, and it felt like it was going to the Moon.'

But he found his wife was willing to listen. 'I wouldn't say Miuccia is difficult, more curious,' he says. 'As a company we are always willing to experiment, and she wants to move forward all the time, so we decided to go for it.'

They had already been willing to take a risk when, in 1993, they set up the Fondazione Prada, a spectacular arts project in Milan. (The couple are among the world's biggest art collectors.) It was in the middle of Italy's 'Clean Hands' scandal, where the cosy relationship between government and some industrialists was being revealed as corrupt. 'The country was in big trouble,' he says. Indeed, the previous Italian America's Cup competitor, Raul Gardini, died in disgrace that year, having ended up billions in debt.

The permanent cultural complex and exhibition was given shape by Miuccia Prada's favourite architect, Rem Koolhaas, the designer of the flagship Prada stores in New York and LA – as well as creator of the sets for the label's catwalk shows. When the eye-catching gold-leaf-clad building opened in 2015, it immediately became an essential stop on any tour of Milan. Prada knows what she wants and is willing to go all out to achieve it. It took all her persuasive powers to induce *The Grand Budapest Hotel* film director, Wes Anderson, to design the Fondazione's cafe, Bar Luce.

'And like the Fondazione Prada, we were passionate and brave enough to go through with the America's Cup. Both are examples of how Miuccia and I want to go through the big adventure of life with our business. The competition is a huge financial commitment, but we partner with Pirelli so the burden is shared.'

When Bertelli makes up his mind about something he doesn't waver, and his commitment to 'made in Italy' is total. He is a notorious perfectionist and a tough man to please. When Prada opened an office in New York, he

insisted that everything be imported from Italy, including the desks, the chairs, the pens and pencils – and even, reportedly, the staples.

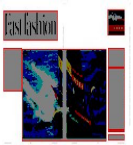
This year the race will again be held in New Zealand – the previous winner has the privilege of hosting – and the sailing will be in the Hauraki Gulf, north-east of Auckland. It's all about big numbers: Team Luna Rossa Prada Pirelli alone has a crew of over 100, including Bertelli's son Giulio there in support, and the technology involved is phenomenal. 'The America's Cup is about newness and designing boats that are more and more extreme. We have yachts that literally fly. This would have been unthinkable when we started 20 years ago.'

The new 75ft AC75-class yachts, such as *Luna Rossa*, that are competing in the 36th America's Cup are monohulled and equipped with tilting side foils. It is these that allow the boats to 'fly' above the waves like a hydrofoil and reach speeds of over 50 knots. 'In a normal yacht,' explains Bertelli, 'you feel the ocean and the power of the waves against the hull, but when *Luna Rossa* lifts up, and this doesn't take much wind, you are suspended in mid-air and can no longer feel the water. The sounds are different and you feel this sensation of weightlessness. You really experience the speed when you are exposed to the wind while travelling at 60 miles per hour. It's like riding a motorbike without a helmet. It is very sexy.'

Nature still plays a big part in the final result. 'These boats are specifically targeted. *Luna Rossa* performs well in light winds, whereas the UK entry, skippered by Olympic gold-winner Sir Ben Ainslie, and the US boats perform better in stronger conditions, so it all comes down to the day. We are in the hands of the gods. But it is better to be in the hands of the gods than to be a hostage to fortune.'

For Bertelli, however, it isn't just about the winning – or losing – it is also about sustainability, particularly when it comes to the *Luna Rossa* crew's uniform, versions of which are on sale to the public. The pieces are made mostly with natural fibres such as wool and cotton, which are renewable and biodegradable, thus avoiding the use of synthetic fibres, which, during washing, can release highly polluting microplastics into the water. It has been estimated that around a third of the microplastics in the world's seas comes from synthetic materials used in the clothing industry, and a recent study by the University of Manchester has calculated that up to 1.7 million tons of these microfibrils





are released into the ocean every year. Bertelli points out that the infamous 'waste island' in the North Pacific is now three times the size of France.

In his opinion, Generation Z's sensitivity around environmental issues marks a huge cultural shift, and one that fashion companies such as Prada have to confront. 'It reminds me of the Summer of Love that took place in the 1960s in California. It's a similar movement. It's about mental freedom, and the freedom we are seeking is to go back to nature, to put the human race back at the centre of the world, but in a position of responsibility not power. We are going back to something more primitive but, ironically, we will need technology to achieve this. It's pretty subtle.'

The Luna Rossa range also reflects the fact that, increasingly, fashion is informed by sport, technology and comfort. 'This is part of an ongoing cultural shift. What we wear goes hand in hand with our lives. Covid has made our daily lives stop – no restaurants, no clubs

At the time of talking, thanks to Covid, Bertelli wasn't sure he would make it to Auckland – and he was yet to have his vaccine. 'We'll see. At the moment you have to quarantine for two weeks when you arrive in New Zealand. That's not ideal. But the morale of the team is high,' Bertelli says. 'After all, they are living in an incredible place that is paradise compared to Europe right now. You don't even have to wear masks. I'm a big fan of Prime Minister Jacinda Ardern. It's a small country, of course, but she enforced a real lockdown and it worked. China managed it too, but in a rather different way,' he says, laughing.

As *Luxury* went to press, Luna Rossa Prada Pirelli had just won a resounding victory against Ben Ainslie's Ineos Team UK in the Prada Cup Final – the event that decides which challenger team will compete against the defender, Emirates Team New Zealand, for the America's Cup itself. That match starts today and runs until 21 March. So Bertelli is in touching distance of the Auld Mug.

Covid aside, he already had a good start to the year, when, on 20 January, Amanda Gorman wore head-to-toe Prada to read a poem at Joe Biden's inauguration, making the 23-year-old LA native a worldwide superstar in the process. She has long been a Prada favourite, having appeared in the front row of its shows in Milan, and

– so we have become more casual. It is also about intimacy. Take the hoodie: it is very cosy but also very intimate. Most importantly, however, it is about comfort.'

For Bertelli, the America's Cup project is largely about pushing technology forward. 'It is like Formula 1, in that the innovations filter down,' he says. 'In the past it was all about conquering something and breaking records; now it is a process of discovery and really thinking about the objectives.' Already, the Swedish company Wallenius Marine has announced that it is building a cargo vessel known as *Oceanbird* that will be powered by wind and capable of carrying 7,000 cars across the Atlantic, while cutting emissions by up to 90 per cent.

Bertelli hopes Italy will be as ecstatic as Australia was in 1983, when Alan Bond's team won the trophy – the first time the Americans had been defeated in the challenge since it was launched in 1851. Then-prime minister Bob Hawke suggested that every Australian should be given the day off work. Though whether Bertelli will give his entire workforce a holiday is another question.

she spoke at its Shaping a Sustainable Future Society conference in 2019. Perhaps this is an example of Bertelli and Miuccia Prada's ability to pick a winner, and to discover an authentic face to appeal to a new generation of fashion aficionados. 'People tend to recognise each other,' says Bertelli, 'and Prada mirrors her personality.'

When he does eventually win the America's Cup,

*'It's like riding a motorbike without a helmet. It is very sexy'*



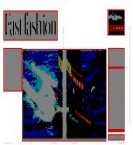


► 6 marzo 2021



LEFT *Luna Rossa*, the yacht that the Prada Pirelli team hope will win them the America's Cup. ABOVE Patrizio Bertelli (on right) on board during a training session





► 6 marzo 2021



FROM TOP In 2015  
Fondazione Prada's new  
Milan home was unveiled,  
designed by Rem  
Koolhaas. Patrizio Bertelli  
and Miuccia Prada





► 6 marzo 2021



FROM TOP Luna Rossa Prada Pirelli racing Ineos Team UK (helmed by Sir Ben Ainslie) in Auckland on 15 January, day one of the Prada Cup. Eventually, *Luna Rossa* won seven races out of eight against *Britannia*, Ineos's yacht, in the Prada Cup Final, ensuring its place as the challenger in this month's America's Cup presented by Prada. Poet Amanda Gorman in top-to-toe Prada at President Joe Biden's inauguration on 20 January



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In the hypercompetitive sport of America's Cup racing, Prada's Luna Rossa pits science and human ingenuity against nature's most fickle element, the wind. The result is... elevating. By Nick Sullivan

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**MODERN SAILBOATS FLY. THIS IS** not a metaphor for their grace. They literally lift off the water. As these seventy-five-foot yachts glide around the course, the men pilot them to “windward” and “leeward,” words that hail from sixteenth-century English. This is one of the peculiarities of the America’s Cup, the Super Bowl of professional sailing and the oldest competitive trophy in existence: It is a mash-up of hypermodern science and ancient traditions. It is also becoming one of the world’s most thrilling sports.

The boats fly because of a technique called foiling, in which the entire hull of the yacht rises up on spindly looking hydrofoils. Friction is drastically reduced, and the potential pace is mind-bending: three times the speed of **the wind, topping out at more than fifty knots, almost sixty miles per hour. Tremendous strength and stamina are required to maintain this speed in ever-shifting conditions.** This can mean constant, physical grinding for a half hour at a time. In other words, there’s very little lounging, as there was in the past—the crew needs to be fit.

Naturally, all that velocity can lead to spectacular crashes, which make for great TV. But it also means peril. In 2013 a British sailor, Andrew Simpson, died after the capsize of his Swedish challenge yacht at around thirty knots in San Francisco Bay.

“What was unimaginable twenty years ago today is already commonplace,” says Patrizio Bertelli, CEO of Prada and founder of Luna Rossa Challenge, a racing team established in 1997 and sponsored by the Italian fashion giant. This March, Luna Rossa competed against **Emirates Team New Zealand, the defending champion, for the America’s Cup title. “In the America’s Cup, you win or lose; there is no half measure,”** he says. “It is rather brutal and merciless, but it has been part of the fascination.”

Bertelli isn’t speaking in hyperbole. The first Cup took place in 1851, when a consortium of New York moneybags and their boat, *America*, raced a fleet of cocksure British yachts. The route was a loop around the Isle of Wight, off the southern coast of England. The Brits lost. As the Yanks romped home in first place, Queen Victoria, who watched the race from the royal yacht, asked, “Who is second?” The answer has defined the Cup ever since: “Your Majesty, there is no second.”

For more than a century, the competition was strictly a Brits versus North Americans affair, held approximately every four years. And the Americans won every time. In the 1960s, other countries began to field teams. A number of them would compete to become the official challenger; that team would then take on the current holder of the Cup. It was twenty years before Australia beat the U.S., in 1983. In all, American crews have won twenty-nine of the last thirty-six America’s Cups.

The wealthy have fueled the sport. An obsession to win, combined with national **pride, has separated generations of rich men from their fortunes and produced some of the most beautiful yachts in history.** J. Pierpont Morgan, Harold S. Vanderbilt, Ted Turner, and Larry Ellison have all spent vast sums. They made the America’s Cup glamorous but exclusive—a world of blazers and gin and tonics that left many cold. And for all but the most enthusiastic sailing types, the America’s Cup was boring to watch.

That began to change around the turn of the last century. Rules were relaxed, allowing multinational crews, which leveled an uneven field and heated up the competition. It started looking more like Formula 1 than anything regatta-like. Faster races and advances in digital technology—led, in part, by the work of Luna Rossa—have transformed the America’s Cup and drawn more television viewers. To watch America’s Cup sailing does not require a great deal of sailing knowledge these days. Novice-friendly coverage by NBC Sports Gold, featuring onboard cameras and heli-cams, makes the race a cinematic experience.

The America’s Cup is not about fashion, but Prada brought its expertise to bear in the team’s new uniforms. The sailing jackets—available in limited quantities to the public and already highly collectible—are made with an unlikely material: wool. With Woolmark, the Milan-based

representative of the merino woolgrowers of Australia, Prada developed wind-resistant and rainproof spray jackets that look every bit as technical as the yachts. Instead of using 100 percent nylon, the lightweight sail jacket is 54 percent merino wool. It’s one of the finest natural—and sustainable—fibers known to man and surprisingly light and comfortable, even in the heat of a New Zealand summer.

New Zealand is where Bertelli’s team trained, in the waters off Auckland, from the start of this year, preparing for the Cup, which ran from March 6 to March 17.

Luna Rossa had been there before. In its first attempt, in 2000, the team fought its way into the America’s Cup against **Team New Zealand and lost. This year marked the second time that Luna Rossa had clinched a place in the final, but it lost to New Zealand once again in a tight race.** After twenty-five years, and even in defeat, it seems unlikely that this is the last time we’ll see a Luna Rossa challenge.

“I want to win the America’s Cup to bring it to Italy and give the Italians something to be proud of,” said Bertelli earlier this year. He **pointed to a letter that Sir Peter Blake, a New Zealander considered the greatest competitive sailor to have ever lived, sent to the Luna Rossa team in 2000, after its first loss to New Zealand.** “Winning the America’s Cup is almost impossible; almost but not completely,” he wrote.

“It is the difficulty that gives meaning to any adventure.” ☐



Clockwise from top left: Francesco Bruni, port helmsman; Patrizio Bertelli, CEO of Prada and chairman of Luna Rossa Challenge, who has spearheaded the challenge six times in the past twenty years; Max Sirena, team director and skipper; dockside celebrations in February after the team won the Prada Cup; Australian Jimmy Spithill, starboard helmsman and the only non-Italian on the sailing team.



COURTESY PRADA - PHIL WALTER/GETTY IMAGES (SIRENA)

# WWD

Fashion. Beauty. Business.



## Still Committed

Saks Fifth Avenue continues to plan to open at American Dream despite the mall's financial woes.

Page 2



## Reviving A Legend

Pauline Trigère was a fashion innovator in her time, and her designs are being revived as a made-to-order brand.

Page 7



## Ready to Sail

Patrizio Bertelli talks about his Luna Rossa boat's unsuccessful bid for the America's Cup – and how he can't wait for the next race.

Page 25



## Go Long, Go Short

Designers showed two polar opposite silhouettes for fall: maxi or mini. The long channeled evening silhouettes into daytime, often in elegant knit renditions, as seen here in Missoni's striped number. The short was seen in party-ready cocktail dresses or miniskirts influenced by the Swinging Sixties, like the Courrèges look here, or styles reminiscent of those Pop Princesses of the early Aughts. *For more on the trends, see pages 8 to 14.*

BY WWD FASHION DEPARTMENT

### FASHION

## LVMH Prize Seeks Public's Assistance In Picking Finalists

- The 20 semifinalists are to present their creations via a digital showroom from April 6 to 11.

BY MILES SOCHA

**In tune with** the fact that everyone has a voice in the social media age, the LVMH Prize is to invite the general public to help choose 2021's finalists.

"Everyone will be able to vote for their favorite candidate. This year, the public will become an expert in the LVMH Prize," Delphine Arnault said in revealing the 20 semifinalists for the eighth edition of the LVMH Prize

CONTINUED ON PAGE 22

### BUSINESS

## Assessing Xinjiang Cotton Fallout

- At least six H&M stores have been shut in China, and Huawei removed Nike and Adidas from its app store over the weekend.

BY TIANWEI ZHANG

**LONDON** – China's crackdown on companies that decline to back down from the issue of Xinjiang cotton continued to brew over the weekend.

H&M's blackout treatment – which spanned e-commerce, mapping and ride-hailing platforms – now encompasses at least six physical stores closed in cities such as Urumqi, Yinchuan, Changchun and Lianyungang, with several of the malls citing it as landlord decisions. In a video circulating on Weibo, H&M's billboards can be seen being removed from a mall's facade, and the brand's storefront logos being covered with A4 paper. The Swedish brand had 505 stores in China as of Nov. 30.

Huawei on Monday said it has suspended downloads of sportswear brands Nike and Adidas from its app store, but Chinese users

CONTINUED ON PAGE 21



Patrizio Bertelli and a model of the Luna Rossa AC75.

EYE

# Prada's Patrizio Bertelli on Luna Rossa Challenging Next America's Cup

- Bertelli is not straying from his goal to win the America's Cup and reveals he has his wife Miuccia Prada's full support.

BY LUISA ZARGANI

**MILAN** — Prada chief executive officer Patrizio Bertelli does not give up easily and he certainly isn't disowning his dream of winning the America's Cup.

Bertelli and plenty of Italians were cheering on as Luna Rossa Prada Pirelli in February won the Prada Cup in the waters off Auckland, New Zealand, sealing a 7-to-1 win over team Ineos U.K. Seven points were required to win the Challenger Selection Series and the right to challenge the Emirates Team New Zealand in the America's Cup match.

Earlier this month, after 10 hard-fought regattas, Emirates Team New Zealand succeeded in defending the 36th America's Cup with a 7-to-3 victory over Luna Rossa.

This was the sixth America's Cup challenge for Bertelli — and he's already looking ahead to the next competition.

The Luna Rossa team was established in 1997 by Bertelli, an avid sailor, and the team won the Louis Vuitton Cup in 2000, with a record of 38 victories over 49 races. It also competed in 2003 and in 2007, when it reached the Louis Vuitton Cup final.

The entrepreneur has confirmed he invested 65 million euros in the latest effort. Luna Rossa is now 100 percent privately owned by Bertelli.

The development of Luna Rossa's AC75 model, built by Persico Marine, employed more than 90 people, of which 37 were designers, for almost two years for a total of 78,000 working hours. To create the hull, they used 7,000 square meters of

carbon fiber and 400 square meters of aluminum in a honeycomb structure. The carbon foil arms, each weighing 500 kilos, are designed to support a maximum weight of 27 tons. A soft wing is another innovation of the AC75, with two parallel mainsails. This latest model was unveiled in September 2019, and Bertelli's wife Miuccia Prada for the ninth time acted as godmother to a Luna Rossa boat.

Here, Bertelli reveals just how passionate the designer herself is about the sailing effort, his own determination to one day win the America's Cup and his frustration in not being able to be closer to the races in New Zealand, given the travel restrictions related to the pandemic.

**WWD: First of all, congratulations on the results achieved and on succeeding in making many Italians dream with you. Now that all is said and done, how do you view Luna Rossa, the team and the performance? Are you disappointed or satisfied nonetheless?**  
**Patrizio Bertelli:** Certainly not embittered, but not completely satisfied either. Our goal has always been, and still remains, to win the cup. The outcome of this challenge is overall positive, and the final score, that is still among the best achieved by a non-winning challenger in the history of the America's Cup, shows the team's true value and its ability to have stood up to a very strong defender. Many have judged our crew as being the best in this America's Cup.

**WWD: What most impressed you in watching Team Emirates New Zealand and their boat?**

**P.B.:** Team New Zealand had the option to sail a very low and fast mode, but Luna Rossa had a very effective high mode.

I believe that these were the biggest differences.

**WWD: Can you confirm your intention to participate in the next America's Cup? Is it true that you will not sponsor the Challenger's Cup?**

**P.B.:** I have declared it publicly and I confirm our participation, although we are waiting for more information from the Defender and Challenger of Record. Based on this, we will also evaluate our involvement in the challenger selection regattas.

**WWD: What did you personally learn from the latest America's Cup experience?**

**P.B.:** This event confirmed what I had already learned from previous editions: to grow and develop the performance of boat and crew you have to race and compete with your opponents. In the semifinals, we improved a lot and fine-tuned our maneuvers and on-board communication.

**WWD: What was it like to be in Italy and not in Auckland? Did you manage to see the races in real time?**

**P.B.:** Of course I saw them all! It was very frustrating to watch without being there....

**WWD: Your wife Miuccia Prada has christened all the different versions of Luna Rossa. How did she experience this edition of the cup?**

**P.B.:** Miuccia is our number-one supporter!

She is very passionate, even though she doesn't express it so openly. She also watched every single race on the live broadcast.

**WWD: What will happen now to Luna Rossa? Will the boat sailing in the next America's Cup be a different version? Do you believe the team will remain the same? Will skipper and team director Max Sirena stay on?**

**P.B.:** The next America's Cup will be raced with the same boat class, the AC75. In all likelihood, the class rule will be optimized and will undergo some changes, as happens in all new classes, therefore the next Luna Rossa will be an evolution of the boat that participated in this edition.

The team will probably undergo some small changes as well, but the core will remain intact, as is my confidence in Max Sirena.

**WWD: Do you think Woolmark and Panerai will continue to sponsor Luna Rossa? Or Pirelli?**

**P.B.:** It is their decision. We have had a very positive feedback from all of them and I believe that, aside from the passion and enthusiasm that [Pirelli CEO] Marco Tronchetti Provera has always showed us, Pirelli can also consider this participation as very rewarding.

**WWD: Have you already drawn any conclusion on the technical clothing worn for this edition of the cup? Do you already know about any evolution, will we see new outfits or collections influenced by the technical fabrics and the team's outfits? Do you already have any example?**

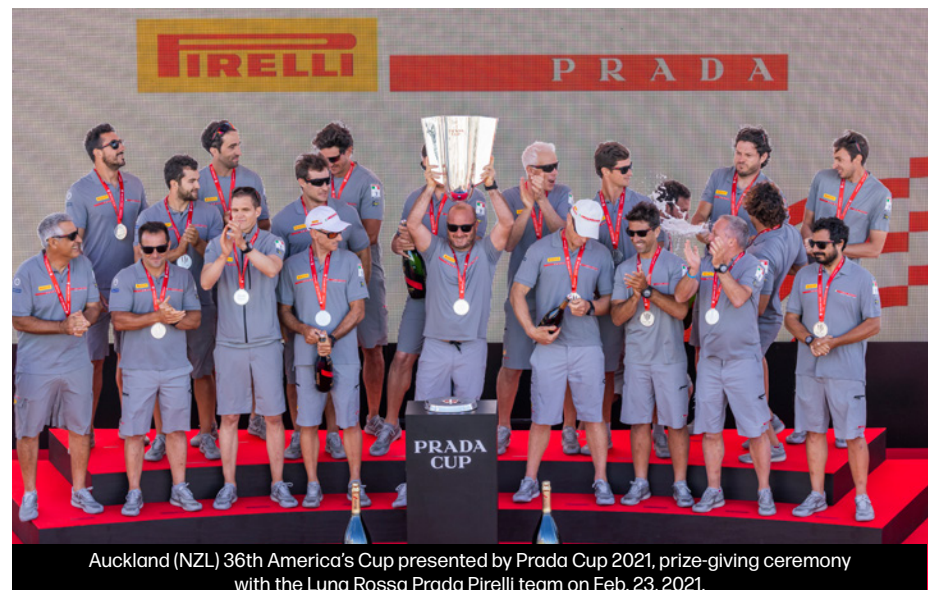
**P.B.:** We have gathered a lot of interesting data and information that we will analyze and evaluate.

**WWD: I know that you are motivated by your own passion for sailing in endorsing the America's Cup, but do you already have any information on the feedback the Prada brand has received thanks to the visibility of the Prada Cup and the America's Cup?**

**P.B.:** The Nielsen agency has been commissioned a worldwide research that analyzes the visibility of the events and brands, both of the teams and event sponsors, through all media, including social media and the internet. We expect the result of this report in about six weeks, but the first indicators are very positive.

**WWD: In terms of communication and social media, are there details you can share?**

**P.B.:** We worked in synergy on three channels, each of which amplified the message to a different audience: Prada, Luna Rossa and the America's Cup. Here again the feedback has been very positive, considering that we brought together worlds that in many cases are very distant from each other.



Auckland (NZL) 36th America's Cup presented by Prada Cup 2021, prize-giving ceremony with the Luna Rossa Prada Pirelli team on Feb. 23, 2021.

# WWD

## Prada's Patrizio Bertelli on Luna Rossa Challenging Next America's Cup

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By [Luisa Zargani](#) on March 29, 2021



Auckland (NZL) 36th America's Cup presented by Prada America's Cup Match - Race Day 7 on March 17, 2021, with Emirates Team New Zealand and Luna Rossa Prada Pirelli team.  
©ACE | Studio Borlenghi

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Auckland (NZL) 36th America's Cup presented by Prada Cup 2021, prizegiving ceremony with the Luna Rossa Prada Pirelli team on Feb. 23, 2021. © Luna Rossa Prada Pirelli | Carlo Borlenghi

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**P.B.:** Team New Zealand had the option to sail a very low and fast mode, but Luna Rossa had a very effective high mode. I believe that these were the biggest differences.

**WWD: Can you confirm your intention to participate in the next America's Cup? Is it true that you will not sponsor the Challenger's Cup?**

**P.B.:** I have declared it publicly and I confirm our participation, although we are waiting for more information from the Defender and Challenger of Record. Based on this, we will also evaluate our involvement in the challenger selection regattas.

**WWD: What did you personally learn from the latest America's Cup experience?**

**P.B.:** This event confirmed what I had already learned from previous editions: to grow and develop the performance of boat and crew you have to race and compete with your opponents. In the semifinals, we improved a lot and fine-tuned our maneuvers and on-board communication.

**WWD: What was it like to be in Italy and not in Auckland? Did you manage to see the races in real time?**

**P.B.:** Of course I saw them all! It was very frustrating to watch without being there....

**WWD: Your wife Miuccia Prada has christened all the different versions of Luna Rossa. How did she experience this edition of the cup?**

**P.B.:** Miuccia is our number-one supporter! She is very passionate, even though she doesn't express it so openly. She also watched every single race on the live broadcast.

**WWD: What will happen now to Luna Rossa? Will the boat sailing in the next America's Cup be a different version? Do you believe the team will remain the same? Will skipper and team director Max Sirena stay on?**

**P.B.:** The next America's Cup will be raced with the same boat class, the AC75. In all likelihood, the class rule will be optimized and will undergo some changes, as happens in all new classes, therefore the next Luna Rossa will be an evolution of the boat that participated in this edition.

The team will probably undergo some small changes as well, but the core will remain intact, as is my confidence in Max Sirena.

**WWD: Do you think Woolmark and Panerai will continue to sponsor Luna Rossa? Or Pirelli?**

**P.B.:** It is their decision. We have had a very positive feedback from all of them and I believe that, aside from the passion and enthusiasm that [Pirelli CEO] Marco Tronchetti Provera has always showed us, Pirelli can also consider this participation as very rewarding.

**WWD: Have you already drawn any conclusion on the technical clothing worn for this edition of the cup? Do you already know about any evolution, will we see new outfits or collections influenced by the technical fabrics and the team's outfits? Do you already have any example?**

**P.B.:** We have gathered a lot of interesting data and information that we will analyze and evaluate.

**WWD: I know that you are motivated by your own passion for sailing in endorsing the America's Cup, but do you already have any information on the feedback the Prada brand has received thanks to the visibility of the Prada Cup and the America's Cup?**

**P.B.:** The Nielsen agency has been commissioned a worldwide research that analyzes the visibility of the events and brands, both of the teams and event sponsors, through all media, including social media and the internet. We expect the result of this report in about six weeks, but the first indicators are very positive.

**WWD: In terms of communication and social media, are there details you can share?**

**P.B.:** We worked in synergy on three channels, each of which amplified the message to a different audience: Prada, Luna Rossa and the America's Cup. Here again the feedback has been very positive, considering that we brought together worlds that in many cases are very distant from each other.





Patrizio Bertelli and a model of the Luna Rossa AC75. Courtesy Prada Cup/Studio Borlenghi