

Beat: Sports

## VINEYARD VINES ANNOUNCED AS THE OFFICIAL STYLE OF THE 35TH AMERICA S CUP

### LAUNCHING WITH A CAPSULE COLLECTION

PARIS - STAMFORD, 18.10.2015, 17:03 Time

**USPA NEWS** - Brothers Shep and Ian Murray, chief executive officers and co-founders of vineyard vines, announced on October 15, 2015 the company has partnered with the 35th America's Cup, the competition for the oldest trophy in international sport, to become the official style of the series...

Brothers Shep and Ian Murray, chief executive officers and co-founders of vineyard vines, announced on October 15, 2015 the company has partnered with the 35th America's Cup, the competition for the oldest trophy in international sport, to become the official style of the series through a collection of apparel and accessories. The initial capsule will debut this fall and kicks off a larger collection that will debut in Summer 2016.

The capsule will launch at the America's Cup World Series in Bermuda, running October 16-18, and will be sold online exclusively at [www.vineyardvines.com](http://www.vineyardvines.com) at that time.

On December 2, 2014, Bermuda was named as the home of the 35th America's Cup, with the iconic Great Sound as the race course area where the new America's Cup Class boats (15-meter, foiling, wing-sailed catamarans) from each competing nation will race for the America's Cup in May/June 2017.

Source : Vineyard vines

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#### Article online:

<https://www.uspa24.com/bericht-5822/vineyard-vines-announced-as-the-official-style-of-the-35th-america-s-cup.html>

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