

PRESS RELEASE

EVENT GIFTS AND ONLINE SHOP: BARCOLANA DEVELOPS ITS OWN BRAND

NORTH SAILS REVEALS THE OFFICIAL POLO SHIRT AND BARCOLANA COLLECTION: INSPIRED BY THE FLAG OF TRIESTE, RED IS THE OFFICIAL COLOUR

Trieste, 25 July 2019 – Barcolana presented by Generali has many activities in store: last night, in the splendid sailing club Società Velica di Barcola and Grignano (SVBG), Barcolana presented a new project for the international promotion of its brand and this morning, Barcolana has opened its online shop - a new promotion tool and a channel that will help the event grow.

With 80 days to the regatta, many are the participants who have already registered and many are the novelties that have already been put in place. To name one, the Barcolana Village will extend onto Trieste's main square Piazza Unità, a decision that has been endorsed by Trieste's mayor, Roberto Dipiazza. Yesterday, the official polo shirt and North Sails Barcolana Collection (purchasable online by the end of August and later in stores) were revealed: red with white details is the official colour of this edition, a direct reference to the flag of Trieste.

*"Barcolana – said the president **Mitja Gialuz** during the presentation – has made a significant step forward. Whilst increasingly working on promotional and incoming activities we are rapidly developing our own brand. This is a strategic step to promote the event internationally and to create added value for us and our land".*

BARCOLANA ONLINE SHOP – Last year's first merchandising experiment for Barcolana with the opening of a gift shop in the Barcolana Village, was a great success and went sold-out before the end of the event: *"During the 50th edition, the gift shop in Barcolana Vilage and the Amazon online shop – said **Gialuz** – was a sort of test that gave us concrete and immediate results: it was a starting point to design our customized strategy. We've been working on our merchandising project since January: we have selected event gifts related to the world of sailing and opened an e-shop with the help of our digital partner IKON".*

Barcolana's e-commerce platform is now available in Italian and will soon be available in English too (see home page www.barcolana.it or <https://www.barcolana.it/shop>). Sun glasses, beach towels, bags, mugs, boat glasses, Barcolana's iconic posters and also the 50th edition special book and much more can be found from today on Barcolana's online shop, together with the new home page design showing the new picture made by Matteo Bartoli for Basiq for the 51st edition.

During the presentation of the Barcolana collection, the event gifts and the e-commerce platform, the photography installation by Franco Pace was revealed at the SVBG sailing club. The 9-metre high definition photograph taken by the great sailing and sea photographer from Trieste depicts the start of the unforgettable 2011 regatta, when the Bora wind had cleared up the skies and offered participants clear visibility into the distance as far as the snowy Alps on the horizon. In this high definition picture, every single boat can be clearly seen. *"This art installation – said **Gialuz** – honours the work of Franco, one of the pillars of international yachting and one of the internationally famous sons of the sea and wind of Trieste".* This year, when registering for the race and receiving their gadgets, ship-owners will have the pleasure to see this photograph and, in case they had run in the 2011 race, spot themselves at the start line.

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