



## Ship-Shape

Puig closed the Women's America's Cup with a bang.

The Spanish beauty and fashion company held a party Sunday night at La Fábrica in Barcelona, home to the late Ricardo Bofill's studio, where guests were invited to fete the sailors who competed in the first women's-led competition in the cup's 173 years.

Puig is the global partner of the Louis Vuitton 37th America's Cup, running through Oct. 27, and was the official naming partner of the inaugural Women's America's Cup, which took place through Sunday.

That new event provides women sailors with a platform to showcase their skills and talent in the foiling AC40s. It lays the groundwork, as well, for a pathway of skills to the America's Cup itself.

Attendees to Puig's party included Charlotte Tilbury, Carolina Herrera, Harris Reed and Karlie Kloss. Designer and architect Patricia Urquiola, who created the trophy won by the Luna Rossa Prada Pirelli team, was there to celebrate. So, too, were sailors from the 12 participating teams – including 17 Olympic medalists among them – and other elite athletes, actors, writers and models, such as Ana Peleteiro, Almueda Cid, Hiba Abouk, Leticia Sala, Marta Ortiz, Lucia Rivero and Mayka Merino.

Marc Puig, chairman and chief executive officer of Puig, hosted the event.

Altogether, there were some 300 attendees at the sprawling 333,680-square-foot industrial complex, which had also been a cement factory and has become an icon of brutalist architecture.

Mel C – aka Sporty Spice of the Spice Girls – DJ'd a set, as did Pascal Moscheni toward the end of the festivities.

– JENNIFER WEIL

Marc Puig and Charlotte Tilbury

