



The POLO RIDER CUP trophy has its own case designed by La Malle Bernard

#POLORIDERCUP

Created by Eric Mellerio of M. Trophy, the world's oldest jeweler and goldsmith family, the POLO RIDER CUP trophy finds a fitting setting in this trunk designed by La Malle Bernard.

During the final, the magic is sure to happen around the trophy in the Polo Club Saint-Tropez but also at the podium, where three prestigious brands will be united: La Malle Bernard, Mellerio and the POLO RIDER CUP.

La Malle Bernard will provide a tailor-made luxury trunk to carry the POLO RIDER CUP trophy, which will be displayed at the Polo Club Saint-Tropez during the tournament.

La Malle Bernard, the historic luxury trunk maker established in 1846, is one of the first *malletiers* to have developed a complete line of luggage and remains the oldest trunk maker in France.

Daniel Bizet, Chairman & CEO, La Malle Bernard, comments: "We are delighted and honored to be joining this prestigious sporting event, the POLO RIDER CUP, which reflects our values of beauty, excellence and luxury.

This is a first for us in polo, even though during our history as a trunk maker, we have already produced jockey trunks and cases for equestrian sports, and we hope to continue in this vein in the future.

Thank you to Oliver Godallier for selecting us! And now, time for the competition..."

Olivier Godallier, President & Founder of GAME POLO, comments: "We are delighted to be able to benefit from La Malle Bernard's tradition of luxury and excellency for our trophy. La Malle Bernard is the oldest *malletier* active in France, and it is a great honor for the POLO RIDER CUP trophy to be displayed in one of their works of art."

About La Malle Bernard (www.lamallebernard.fr)

La Malle Bernard was established in 1846. It was one of the first *malletiers* to have developed a complete line of luggage and remains the oldest trunk maker in France. In line with the trunk making trade's tradition of excellence, Daniel Bizet, who took over the company in 2020, continues to manufacture made-to-order luxury trunks and to innovate while developing new lines in eco-responsible epoxy lacquer materials, giving a new impetus to the company that he also extends to the private market.

About GAME POLO (www.poloridercup.com)

GAME POLO is a French sports marketing agency with activities in event management, marketing & sponsoring, licensing & merchandising, TV & digital distribution, and hospitality. GAME POLO is also the organizer and promoter of the POLO RIDER CUP and Ladies POLO RIDER CUP.

PRESS RELEASE

Biarritz 08/06/2023

For more information:

neus@game-polo.com | +33 5 5926 1687 | +34 680 451 282

