



LOOKBOOK | CUPRA

SCAN AND
DISCOVER
MORE AT THE
CUPRA SHOP



CUPRA
DESIGN
HOUSE

OUR DESIGN OBSESSION BEYOND AUTOMOTIVE
DISCOVER A COLLECTION CURATED BY CUPRA



CUPRA DESIGN HOUSE

CUPRA is more than a car brand. We are a tribe of rebels, of dreamers who push the boundaries and live life to the fullest. We were born to break the mould, to turn driving into an experience for our senses. With iconic models like the Formentor and the Tavascan, winners of the prestigious Red Dot Design Awards, we bring to life the perfect combination of quality, innovation and sustainability. Not only do we revolutionize the car industry... When the car stops, our spirit keeps accelerating.

We don't mark out roads, we live through them. Driving is not enough for us; we go after emotion, even if that means redefining the principles of the car industry. And when the car comes to a stop, our philosophy keeps going. Because our way of understanding life knows no limits.

Back in 2018, with the launch of the CUPRA Ateca, not only did we present a car, but we ignited a spark. A spark that was fuelled by our first collection of clothes and accessories: the CUPRA Collection. A style statement and display of character. Today, this vision has evolved with CUPRA Design House, a creative and multidisciplinary project that brings together lifestyle and design to create revolutionary products like no other.

This is CUPRA Design House. Welcome.

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CUPRA COLLABS

When you dare to go further, you need to join forces with creators who love what they do. Those who are capable of reinventing themselves, of imagining a more contemporary concept for their products.

These are brands that share our vision, that choose to innovate using their materials and their design, putting their heart and soul into every piece, just like we do.



CUPRA COLLECTION

A collection designed for those who take CUPRA's essence beyond the wheel. Inspired by streetwear, it blends bold design, sustainable materials, and innovative tailoring techniques. Each piece reflects the soul of Barcelona, our city, with colours and details that encapsulate the CUPRA DNA. Created for the CUPRA Tribe, so your style is as unstoppable as your drive.



MAM

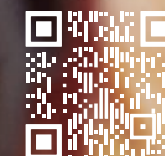


MAM x CUPRA DESIGN OBSESSION

The MAM x CUPRA collaboration combines two pioneering design brands from Barcelona which present a jewellery collection that goes beyond the limits of conventional design. This is the result of the iconic CUPRA bracelet's evolution in an extensive range of pieces of jewellery that are now key to welcoming the CUPRA TRIBE. A collaboration centred on outward appearance and design. A bold statement of identity, created for anyone looking to challenge the ordinary and embrace the extraordinary.

MAM has chosen copper as the primary material, internalizing part of CUPRA's DNA. The colour of the CUPRA logo was successfully replicated by developing an alloy of copper and low carat gold, while maintaining the high standards of quality and durability. Lastly, ruthenium (Ru44) stands out because of its remarkable beauty and strength. A pure chemical element, one of the rarest precious metals on earth and one of the last to be discovered, which symbolises the values and power of CUPRA cars.

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WHO IS MAM?

MAM is a jewellery brand that revolutionizes sustainable fashion. With an undying dedication to ethics and functionality, MAM creates pieces inspired by the beauty of the human body. This is a movement that is redefining the way we use accessories, always moving forward and thinking outside the box.

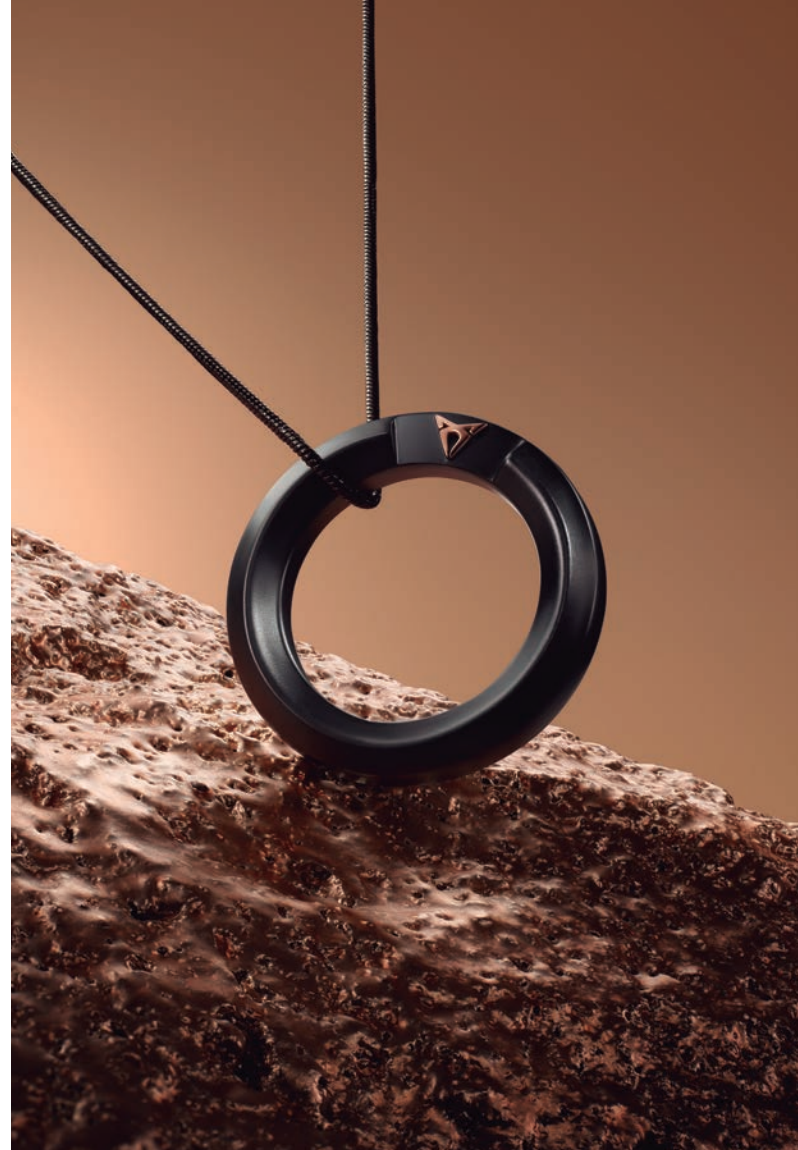




MAM x CUPRA | The Beveled Ring

Made with a ruthenium finish and copper inside, which are both characteristic elements used by CUPRA in the design of its cars. The logo, with an elegant rose gold finish, stands out in the design. Its hexagonal profile, inspired by the technique used by an Allen key, has been reinterpreted as a distinctive design feature.

Available in two sizes, this versatile accessory can also be worn as a necklace.



MAM x CUPRA | Glow Up Face Jewels Eyes

This eye-catching piece features a gold alloy design specifically crafted for the eyes.

Material: 24k Rose Gold finish
Size: Adjustable



MAM x CUPRA | Glow Up Face Jewels

Reusable jewel makeup with a rose gold finish. Includes 4 refills.

Material: 24k Rose Gold plating
Size: Adjustable



MAM x CUPRA | The Voronoi Bracelet

Taking its inspiration from the triangular shape of the CUPRA logo, this bracelet uses the Voronoi method to create an aspirational reinterpretation. The Voronoi method forms geometric patterns that are similar to natural structures, with irregular cells or shapes. This design brings about a unique and modern look, which is linked to the organic and architectural influence of Gaudí, mirroring the true essence of Barcelona.



MAM x CUPRA | The Parametric Bracelet

This bracelet is an extension of the CUPRA spirit as its design includes the distinctive drawing of the car.

Both bracelets symbolize belonging to the Tribe.

Available in two sizes. As it is malleable, it can be adjusted for guaranteed comfort and versatility. Hypoallergenic and sophisticated.

It is important to remember that the matt ruthenium finish may wear away over time.





HARPER COLLECTIVE

ON FOR
LIBERTY



HARPER COLLECTIVE x CUPRA
UNCONVENTIONAL BY DESIGN.
RESPONSIBLE BY CHOICE.

HARPER COLLECTIVE x CUPRA is a bold collaboration that redefines travel through the lens of design and sustainability. Born from the fusion of CUPRA's radical automotive aesthetic and Harper Collective's pioneering approach to circular fashion, this partnership sets a new benchmark for conscious performance.

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Every piece is handmade in the UK, using reclaimed ghost fishing nets, landfill plastic, and low impact processes. From CUPRA's signature Century Bronze finish to interiors lined with race inspired ULTRASUEDE, each suitcase is a statement in both function and philosophy. Ultra lightweight. Impact resistant. Future facing. Built for those who travel differently.



HARPER COLLECTIVE x CUPRA | Sustainable Luggage

A modular luggage system crafted for purposeful travel, made from post-consumer waste and marine plastic. Finished in CUPRA's iconic Century Bronze and engineered for movement, precision, and resilience. Designed to last. Built with intent.

Materials: Recycled plastic | Reclaimed ghost nets | 3D knitted + ULTRASUEDE textile
 Sizes: Cabin | Expandable Cabin | Trunk
 Structure: Lightweight poly shell | Reinforced corners | TSA locks | Silent spinner wheels
 Properties: Impact resistant | Ethically handmade | Airline ready | Expandable (select models)
 Colour: Century Bronze

CUPRA DESIGN HOUSE



VCH |



VICHY CATALAN x CUPRA | THE CUPRA GINGER LIME SPARKLING WATER
Spicy ginger, acidic lime, and the iconic Vichy Catalan sparkling water, combined to create the CUPRA taste. Vichy Catalan and CUPRA have joined forces to give you an electrifying experience with this unconventional drink. Have a sip and feel the impulse.

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CAFÈ DE FINCA

COFFEE ROASTERS EST. 2009

CAFÈ DE FINCA x CUPRA
Unleash your senses

CAFÈ DE FINCA x CUPRA have come together to create CUPRA Unconventional Blend, inviting you to dive deep into the unexpected. A blend that embodies the excellence of Cafè de Finca and the innovation of CUPRA in every cup for a moment created both by and for the Tribe.

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MOONSLATE



CENTURY BRONZE



BLACK



TAIGA GREY



CAFÉ DE FINCA x CUPRA | THE UNCONVENTIONAL BLEND

A carefully selected mix of 60% Brazilian Santa Cecilia beans and 40% Colombian Cooperativa Ally beans. The Brazilian beans bring robust cocoa and roasted nut flavors, while the Colombian beans add gentle acidity and a silky body. Enjoy it black or with milk for a balanced, sweet experience.

Available formats:

- Zero Waste Capsules
- Espresso Whole Beans Bag

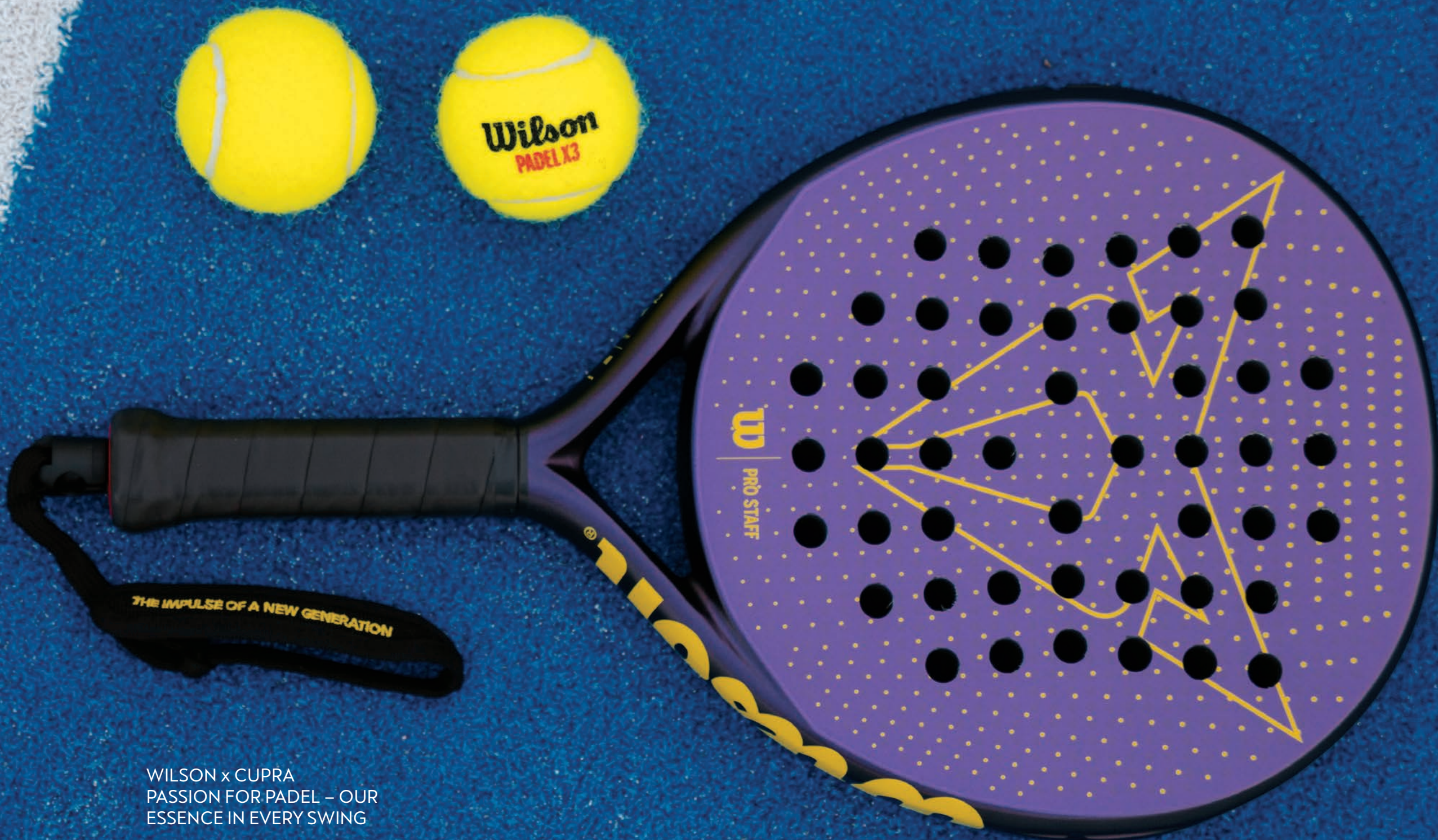
CAFÉ DE FINCA x CUPRA | 280ML COFFEE MUG

Exclusive CAFÉ DE FINCA x CUPRA Coffee mug made of high quality ceramic with an elegant matt finish. With the distinctive CUPRA logo, it is perfect for savouring the taste and aroma of this Unconventional Blend.





Wilson®



WILSON x CUPRA
PASSION FOR PADEL – OUR
ESSENCE IN EVERY SWING

The WILSON x CUPRA collaboration emerged to create a top line of padel rackets and clothing. A combination of our DNA and a world-renowned sports brand. At CUPRA, we have supported padel since the beginning and we are a proud sponsor of the WPT, where the best players are our ambassadors.



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WILSON x CUPRA | Bela Padel Racket V2

The CUPRA Bela Padel Racket V2 combines durability, performance and power in every shot. Its spin effect and edged hole technology, as well as its arrow grip texture, mean it is ideal for any players who want to stand out on the court. Made of soft EVA foam and carbon fibre, this racket is designed for excellence.

WILSON x CUPRA | Padel Bag V2

The CUPRA Padel Bag represents the commitment of two brands, Wilson and CUPRA. High performance large racket bag inspired and designed by Fernando Belastegun.

Materials: 100% Polyester
Dimensions: 55,6 x 38 x 28 cm
Colour: Black/Copper



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WILSON x CUPRA | Padel Balls

The Wilson x CUPRA X3 ball is designed with the perfect combination of consistency, durability and playability, and is suitable for use on all padel surfaces. The felt is securely wrapped around the core, allowing the ball to move more quickly, even in slow conditions. The packaging does its bit for the environment, as plastic waste from the lid is reduced by half. Each tube includes three balls.

WILSON x CUPRA | Rebel LT Padel Racket

The new CUPRA Rebel LT Padel Racket brings together power and control in a single racket. Its edged hole technology and spin effect texture create an ideal combination for any players who want to stand out on the court and improve their game. Made of carbon fibre and soft EVA foam, its iridescent finish is inspired by our CUPRA Urban Rebel concept car.

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GOBIK[®]

GOBIK x CUPRA
PERFORMANCE AND DESIGN
DRIVE US, BUT EMOTIONS TAKE US
FURTHER

The GOBIK x CUPRA collaboration brings together a leading brand in cycling equipment and our own brand, united by a commitment to sustainability and performance. This partnership was formed based on a love of sport with the aim of creating professional cycling wear made of high-quality recycled fabrics and materials, therefore offering top performance with a sophisticated and sporty look.

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**GOBIK x CUPRA | Unisex
Short sleeved Jersey**

The Blend technical jersey is a high performance product designed for various cycling disciplines at temperatures of between +20 and +38 C . Weighing just 110 grams, it is ultra lightweight and aerodynamic, guaranteeing a perfect fit and maximum comfort.

Sizes: XS - XXL
Colours: Black/Petrol
Unisex



CUPRA DESIGN HOUSE



GOBIK x CUPRA | Unisex
Long sleeved Jersey

This combines a solid and sublimated fabric to provide excellent elasticity that does not restrict movement.

Sizes: XS XXL
Colours: Black/Petrol
Unisex



**GOBIK x CUPRA | Absolute
Revolution Bib Shorts**

Bib shorts with high performance,
ultra lightweight straps and an extended leg
length of +2 cm. Made of 4 way stretch Lycra for
outstanding muscle compression and a fi like
no other.

Sizes: XS XXL
Colours: Black/Petrol
Available for men and women



**GOBIK x CUPRA | Absolute
Revolution Bib Tights**

Designed to offer elite performance and great compression, these are comfortable and lightweight, making them perfect for regular outings. With non invasive straps and a magnetic system for quick removal, this minimalist looking piece is made of textured neoprene to protect you from the wind and light rain.

Sizes: 36 - 46
Colours: Khaki, Blue, Black and White



GOBIK x CUPRA | Vector 2.0 Vest

Designed with the most cutting edge technology to offer great performance and comfort in your sport activities. Made of high quality materials, it is lightweight, wind resistant and breathable all at the same time. Its ergonomic design fits to your body, improving efficiency as it prevents as much wind from entering. It gets rid of sweat to maintain an ideal temperature and it has a high neck and

reflectors for greater protection and visibility. Ideal for between seasons and training in windy or cold conditions, increasing your thermal range in any outing.

Sizes: XS - XXL
Colours: Black/Petrol
Available for men and women



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L.G.R. x CUPRA FOR A STYLISH LIFESTYLE ON THE ROAD

The L.G.R x CUPRA collaboration signifies the merging of two iconic worlds of design: the Italian hand crafted tradition of L.G.R with the bold and contemporary spirit of CUPRA, typical of Barcelona. L.G.R glasses, well known for their legacy of exploring and adventure, are made by hand using red mirror and yellow gradient photochromic lenses, meaning they are ideal for clear vision at the wheel. The high quality materials and cutting edge design reflect the commitment of both

brands to excellence and innovation, achieving a perfect combination between hand crafted luxury and automotive technology. This second collection brings a new and exclusive collection of sunglasses to life, inspired by the characteristic colours and details of CUPRA cars, such as Tech Magnetic, Green Plasma and Copper Matte. Each model is designed with driving in mind, while remaining stylish and offering maximum protection.

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L.G.R. x CUPRA | Reunion Metal Explorer

100% Handmade in Italy | Metal frame | Hand polished acetate sidepieces and edges | Zeiss CR 39 organic lenses | 100% protection against UVA and UVB radiation | Six layers of anti reflective coating (inside) | Oleophobic and hydrophobic coating | Anti scratch | Impact resistant | IR protection | Filter category: 3.

Tech Cooper
Dark Aluminium
Plasma





L.G.R. x CUPRA | TRIBE

100% Handmade in Italy | Metal frame | Hand polished acetate sidepieces and edges | Zeiss CR 39 organic lenses | 100% protection against UVA and UVB radiation | Six layers of anti reflective coating (inside) | Oleophobic and hydrophobic coating | Anti scratch | Impact resistant | IR protection | Filter category: 3.

Tech Cooper
Dark Aluminium
Plasma



L.G.R. x CUPRA | Nomad II

100% Handmade in Italy | Metal frame | Hand polished acetate sidepieces and edges | Zeiss CR 39 organic lenses | 100% protection against UVA and UVB radiation | Six layers of anti reflective coating (inside) | Oleophobic and hydrophobic coating | Anti scratch | Impact resistant | IR protection | Filter category: 3.

Colour: Copper



marset

MARSET x CUPRA INSPIRING THE WORLD FROM BARCELONA

MARSET x CUPRA, two Barcelona icons in the world of design and innovation. This partnership brings together MARSET's passion for sophisticated lighting and CUPRA's dynamic style, creating a collection that exudes an unprecedented quality and creativity, while capturing the artistic spirit of the city.



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MARSET x CUPRA | Limited Edition Dipping Light

Inspired by the iconic Marset Dipping Light. We reinterpret this leading model with a distinctive copper base, one of the characteristic materials of CUPRA, and a unique colour range inspired by the CUPRA Dark Rebel.

The result of an experiment, we dip a lightbulb in paint several times, adding layers to create concentric circles, bringing out the intensity

of the light. This bold design aims to give out light with vibrant colours and elegant simplicity, typical of the essence of both MARSET and CUPRA.

Portable lamp with rechargeable battery |
3 level dimmer | Up to 20 hours of battery life

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MARSET x CUPRA | Chispa Lamp

Chispa is launched as the fia I version of the classic garage lamp. With a rechargeable battery and three lighting levels, its portable design is ideal for going on car trips, adventures and camping. It comes with accessories so you can hang it upside down and make your table and garden more stylish.

SCALEXTRIC[®]

SCALEXTRIC x CUPRA PASSION FOR RACING AND PERFORMANCE

The SCALEXTRIC x CUPRA collaboration combines a legendary slot car brand and our own love for speed, both driven by an obsession for racing and performance. This partnership was established to launch the CUPRA edition racing game, which brings together the iconic status of Scalextric and our innovative spirit. Together, we celebrate over 50 years of exciting slot racing, offering emotions and precision like no other.

CUPRA  DESIGN HOUSE



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CUPRA  DESIGN HOUSE

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SCX x CUPRA | The Original Racing
system



SCX x CUPRA | The Original CUPRA
LEON COMPETITION



SCX x CUPRA | Original e RACER
(Tambay) World Champion



SCX x CUPRA | Advance CUPRA
e RACER Marc Gen





Mikakus

MIKAKUS BARCELONA x CUPRA
FOR ANYONE WHOSE HABITAT IS
THE ROAD

Our MIKAKUS Barcelona x CUPRA collaboration brings together the avant-garde trainers brand and our very essence, combining our shared commitment to sustainability and contemporary design. This collection of sustainable trainers embodies the pure nature of CUPRA for anyone whose natural habitat is the road.



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MIKAKUS x CUPRA | BORN Trainers

This is our first unisex design. A shared motto lays the foundations for this collaboration: follow your own instinct to achieve what you wish.

Sizes: 36 - 46
Colours: Khaki, Blue, Blacks and Whites

PLAYSEAT x CUPRA IGNITE YOUR IMPULSE

PLAYSEAT x CUPRA have come together to combine their need for speed and their love for racing. Experience the emotions of Formula E with Playseat Formula PRO simulators, developed with drivers and teams to reproduce the real positions and feelings of Formula E.



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PLAYSEAT x CUPRA | PRO Racing Formula E

The official CUPRA licensed edition of the Playseat Formula PRO racing simulators, with the Playseat ForceLock system for extreme stability and quick adjustments. Covered with the official colours and logos of CUPRA Racing,

the seat is upholstered with high quality black vinyl for greater comfort during longer races. Compatible with all consoles and PCs.

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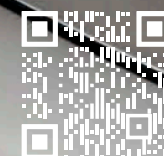
CUPRA COLLECTION

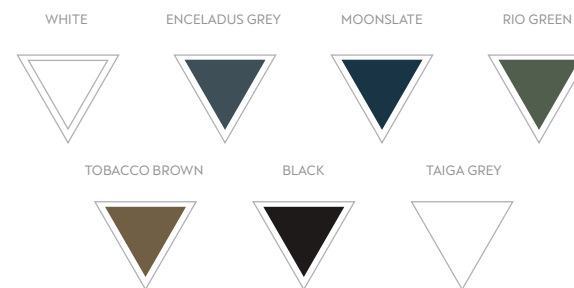
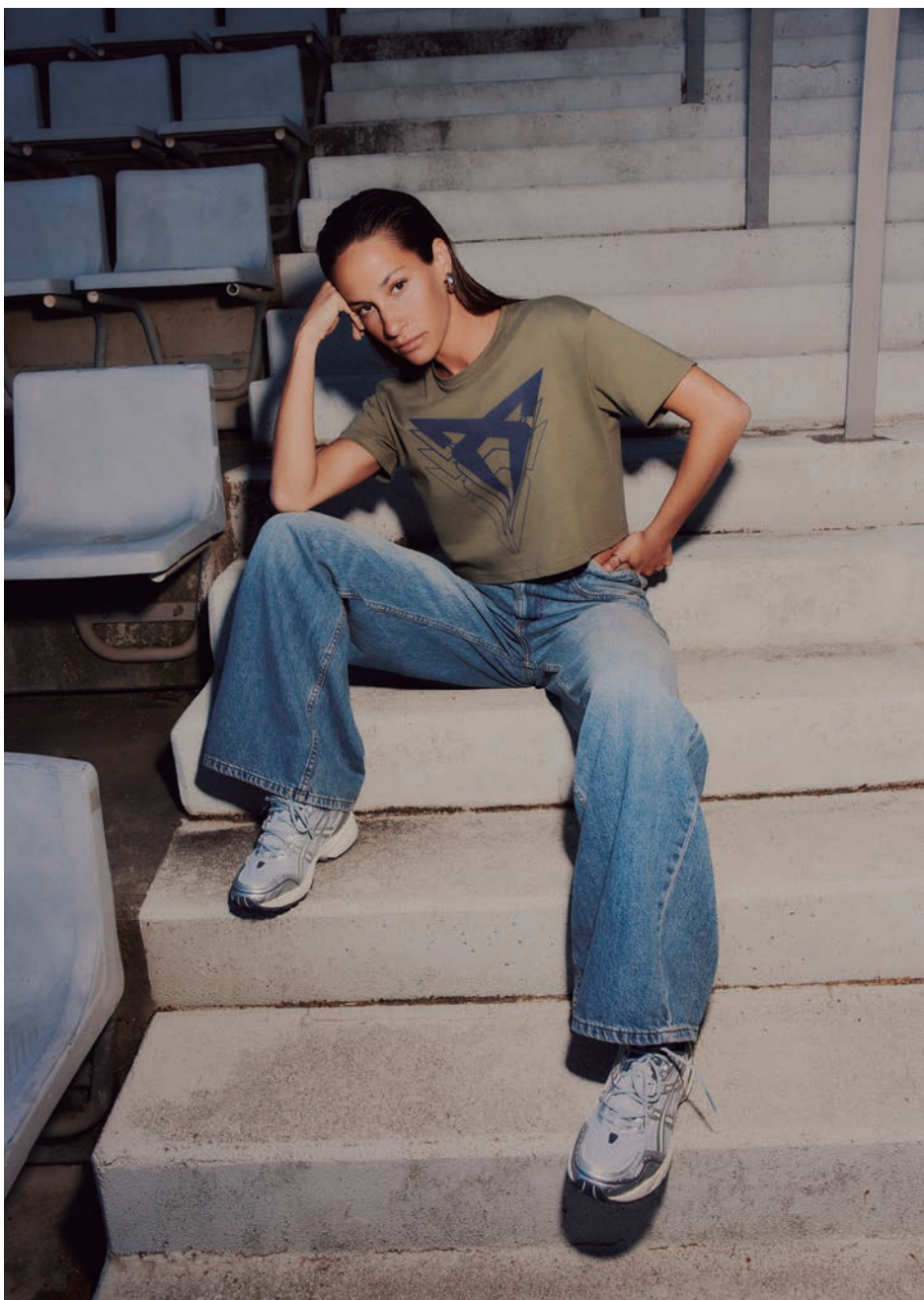
WEAR THE IMPULSE

CUPRA COLLECTION

Our CUPRA tribe is special. That's why our own ready-to-wear fashion and accessories collection had to be special too. We have modified even the most basic of looks, carefully choosing the materials and design of each item to give everything (absolutely everything!) that special rebellious touch.

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CUPRA Big Logo T shirt

Short sleeve crew neck T shirt featuring the CUPRA logo in bold contrast print at the center front.

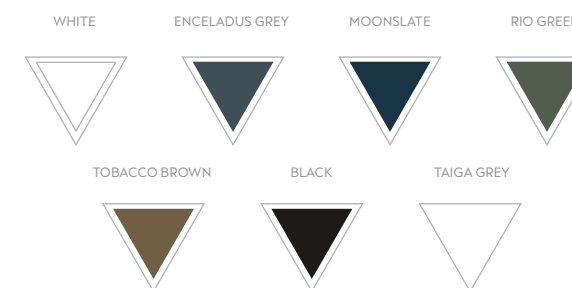
Materials: 100% Organic Cotton | Water based Screen Print

Colours: Enceladus Grey, Moonslate, Rio Green, Tobacco Brown, Black, Taiga Grey and White

Colours available in the men's model: Enceladus Grey, Moonslate, Rio Green, Tobacco Brown, White, Black and Taiga Grey

Colours available in the cropped model: Moonslate, Enceladus Grey, Rio Green, Tobacco Brown and White

Colours available in the women's model (Slim Fit): White, Black and Taiga Grey



CUPRA Embossed Logo T Shirt

Short sleeve t shirt with a round neckline and a tone on tone embossed CUPRA logo on the left chest.

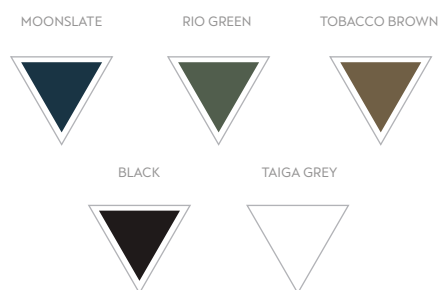
Materials: 100% Organic Cotton | Raised embossed detail

Colours: Enceladus Grey, Moonslate, White, Black and Taiga Grey

Colours available in the men's model: Enceladus Grey, Moonslate, White, Black and Taiga Grey

Colours available in the cropped model: Enceladus Grey, Moonslate and White

Colours available in the women's model (Slim Fit): White, Black and Taiga Grey



Crew Neck Sweatshirt with Embossed CUPRA Logo

Round neck, long sleeve crewneck sweatshirt with a tone on tone embossed CUPRA logo at the center of the chest.

It includes the CUPRA Sustainable Materials label as it contains sustainable or recycled materials.

Materials: 85% Organic cotton | 15% Recycled polyester | Embossed

Colours available in the full model: Moonslate, Rio Green, Tobacco Brown, Black and Taiga Grey

Colours available in the cropped model: Moonslate, Rio Green, Tobacco Brown, Black and Taiga Grey

CUPRA DESIGN HOUSE



CUPRA DESIGN HOUSE



ENCELADUS GREY



MOONSLATE



BLACK



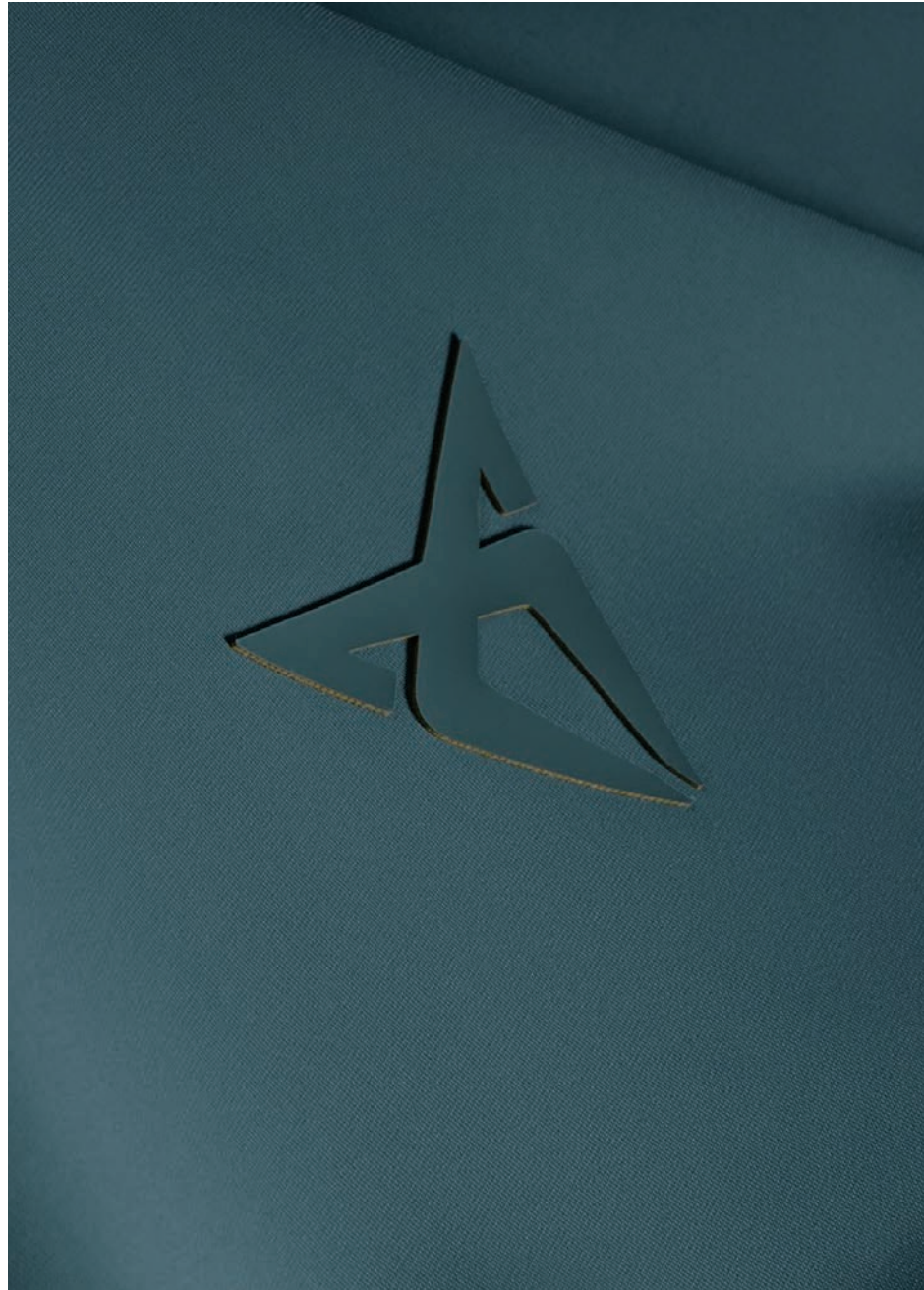
TAIGA GREY



CUPRA Hooded Sweatshirt

Unisex hoodie with a silicone CUPRA logo print and copper accents.

Colours: Moonslate, Enceladus Grey, Black, and Taiga Grey



CUPRA Tech T Shirt

Short sleeve technical T shirt. It features a round neckline finished with matching fabric trim. The CUPRA logo is tone on tone and thermo bonded on the left side of the chest. The sleeve and bottom hems are also thermo sealed.

Materials: 80% nylon | 20% elastane
Sizes: XS, S, M, L, XL, XXL
Unisex
Colours: Moonslate and Enceladus Grey



CUPRA Technical Polo Shirt

Short sleeve technical polo shirt. The collar and placket are laser cut with raw edges. The CUPRA logo is tone on tone and thermo bonded on the left side of the chest. The sleeve and bottom hems are also thermo sealed.

Materials: 80% nylon | 20% elastane
Sizes: XS, S, M, L, XL, XXL
Colours: Moonslate and Enceladus Grey

Available for men and women





CUPRA Iconic Leather Jacket

Premium leather jacket with a front zipper and metallic CUPRA logo on the sleeve. Designed for style and comfort, crafted with high quality materials and exceptional workmanship.

Materials: 100% Leather (outer) | 100% Polyester (lining)

Available for men and women



Iconic Bomber Jacket
Reinterpreted by CUPRA

With a very soft, semi shiny fabric that will not go unnoticed. The details make all the difference, such as the copper coloured lining and metal CUPRA logo on the side pocket, with a multipurpose ribbon that can also be used as a key ring. It includes the tone on tone silicone logo on the right sleeve and a transparent label

inside with an illustration of the jacket that can be removed.

Materials: 100% Polyester
Sizes: XS, S, M, L, XL, XXL
Colour: Navy Blue with Copper coloured lining



CUPRA Softshell Jacket

Hooded functional sport jacket, made of water repellent technical fabric. Regular fit, straight, with a slightly lower and rounded hem at the back. The sleeves are finished with a dynamic irregular shape that reminds us of our CUPRA shapes. Designed for mountain and outdoor sports, so as to offer comfort and a dash of energy to anyone wearing it. The matching logo is embossed on the sleeve and the middle zip

puller is finished in a copper colour, which is a very distinctive feature of the brand. It has a transparent label inside with an illustration of the jacket that can be removed.

Materials: 97% Polyester | 3% Elastane
Sizes: XS, S, M, L, XL, XXL



ONE OF US Short sleeved T shirt

Men's short sleeve technical polo shirt. The collar and placket are laser cut with raw edges. The CUPRA logo is tone on tone and thermo bonded on the left side of the chest. The sleeve and bottom hems are also thermo sealed.

Materials: 80% nylon | 20% elastane
 Sizes: XS, S, M, L, XL, XXL
 Colours: Moonslate and Enceladus Grey

Available for men and women

TVBOY x CUPRA Short sleeved T shirt

Organic cotton short sleeve t shirt featuring a water based print designed by urban artist TVBOY.

Materials: 100% Organic cotton |
 Water based screen printing
 Sizes: XS, S, M, L, XL, XXL
 Colour: Black
 Unisex



URBAN ART Short sleeved T shirt

Organic cotton short sleeve t shirt with a front urban art print.

Materials: 100% Organic cotton
 Sizes: XS, S, M, L, XL, XXL
 Colour: White
 Unisex



CUPRA BCN x CUPRA Short sleeved T shirt

Short sleeve t shirt with water based | CUPRA BCN print.

Materials: 100% Organic cotton
 Sizes: XS, S, M, L, XL, XXL
 Colours: Black and White
 Unisex



ACCESSORIES

Reversible Fisherman Hat

Reversible CUPRA fisherman hat made from recycled polyester, featuring an iridescent design inspired by the CUPRA Urban Rebel concept car.

Materials: 100% Recycled Polyester |
Iridescent textiles
Colors: Moonslate/Iridescent

It includes the CUPRA Sustainable Materials label as it contains sustainable or recycled materials.

Technical Cap with Iridescent CUPRA Logo

The CUPRA Technical Cap is a fusion of style and design. It is made of recycled materials. The laser cut holes on the side, inspired by the iconic parametric design which is a pattern used in CUPRA models, make the cap lightweight and breathable. Ideal for outdoor activities.

Materials: 97% Recycled Polyester | 3% Elastane | Heat welding | Laser cut

Colours: Moonslate, Black and Taiga Grey

It includes the CUPRA Sustainable Materials label as it contains sustainable or recycled materials.

**Cap with CUPRA 3D Logo**

100% cotton baseball cap with a curved visor featuring the 3D CUPRA logo in silicone rubber. It has an adjustable strap so that it can be adapted to fit all head sizes and preferences. It includes the silicone logo and lettering on the back. The copper colour stands out on the eyelets and back buckle.

Materials: 100% Cotton
Colours: Moonslate, Black, Taiga Grey
One Size
Unisex

**CUPRA Beanie Hat**

The CUPRA Beanie is a lightweight Polylna hat which regulates temperature for light and effective protection against the cold. Polylna is a versatile fibre which is traceable and 100% recyclable.

Materials: 60% Polyester | 40% Polyacrylic | Iridescent textiles | Polylna
Colour: Blue/Iridescent

It includes the CUPRA Sustainable Materials label as it contains sustainable or recycled materials.



ACTIVEWEAR

DESIGNED FOR PERFORMANCE CUPRA ACTIVEWEAR COLLECTION

CUPRA Activewear is our new sports collection that redefines movement that blends modern design, technical innovation, and everyday versatility. Urban tracksuits, technical t-shirts, shorts, and accessories created to move with you, on and off the training ground. Inspired by CUPRA car design, this collection captures as always our rebellious DNA through parametric details, iridescent finishes, and high-performance materials. Fashion and function meet in a line built for intensity, precision, and attitude.



SCAN TO
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Unisex Light Pants

Track pants made of technical shiny matt fabric, featuring parametric laser cut lining and piping along both sides. An elastic band emerges from the back of the waistband for improved fit and comfort, finished with a centered CUPRA logo detail.

Materials: Technical shiny matt fabric
Details: Parametric laser cut lining | Side piping | Elastic band at back waistband with logo
Fit: Relaxed performance fit
Colour: Iridescent grey finish



GREY TRACKSUIT

Men's Light Jacket

Track jacket crafted from technical shiny matt fabric. Designed with parametric laser cut lining inspired by CUPRA car surfaces and highlighted by piping along both sleeves. The squared fit and oversized front pockets give the piece a strong urban character while maintaining full performance functionality.

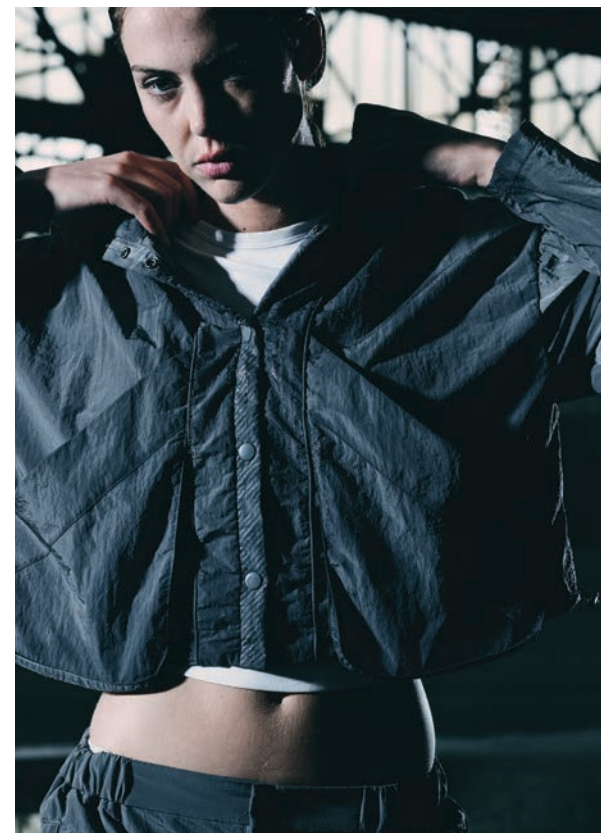
Materials: Technical shiny matt fabric
Details: Parametric laser cut lining | Piping on sleeves | Oversized front pockets
Fit: Squared
Colour: Iridescent grey finish



Women's Light Jacket

Track jacket made from technical shiny matt fabric with parametric laser cut lining and piping along both sleeves. The long silhouette can be transformed into a cropped jacket thanks to a horizontal technical zipper hidden at the waistband, allowing versatility in styling and movement.

Materials: Technical shiny matt fabric
Details: Parametric laser cut lining | Piping on sleeves | Detachable design with hidden zipper
Fit: Long jacket convertible to cropped
Colour: Iridescent grey finish





CUPRA DESIGN HOUSE



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SPORT T SHIRT
Men's Sport T Shirt

Knitted technical t-shirt designed for performance. Stretch fabric and an adapted fit with raglan sleeves provide freedom of movement during training. Reflective applications, including the CUPRA logo, add visibility and a refined technical look.

Materials: Knitted technical fabric
Details: Raglan sleeves | Reflective applications | Reflective logo
Fit: We recommend choosing one size up.



Women's Sport T Shirt

Knitted technical t-shirt designed for performance, featuring stretch fabric and an adapted fit with raglan sleeves for unrestricted movement. Reflective applications, including the CUPRA logo, elevate the piece with a clean and technical finish.

Materials: Knitted technical fabric
Details: Raglan sleeves | Reflective applications | Reflective logo
Fit: We recommend choosing one size up.



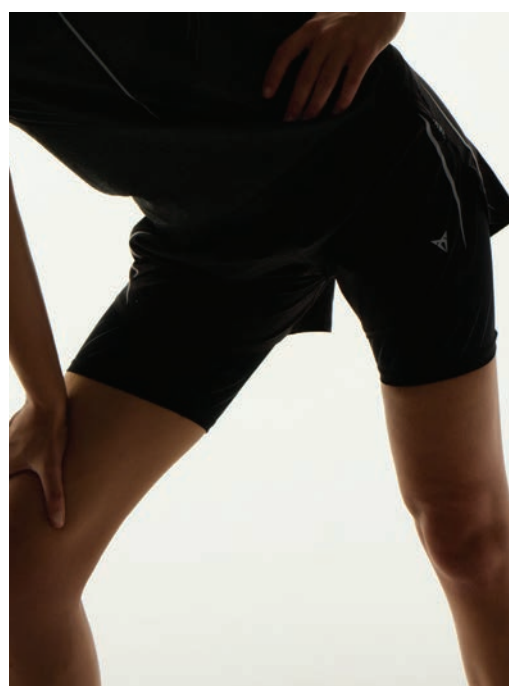


SPORT SHORTS

Men's Sport Shorts

Two layer sport shorts unified on the sides. The outer layer is made from lightweight technical fabric, combined with an integrated biker short to ensure full freedom of movement. Finished with a comfortable elastic waistband with cords and reflective detailing.

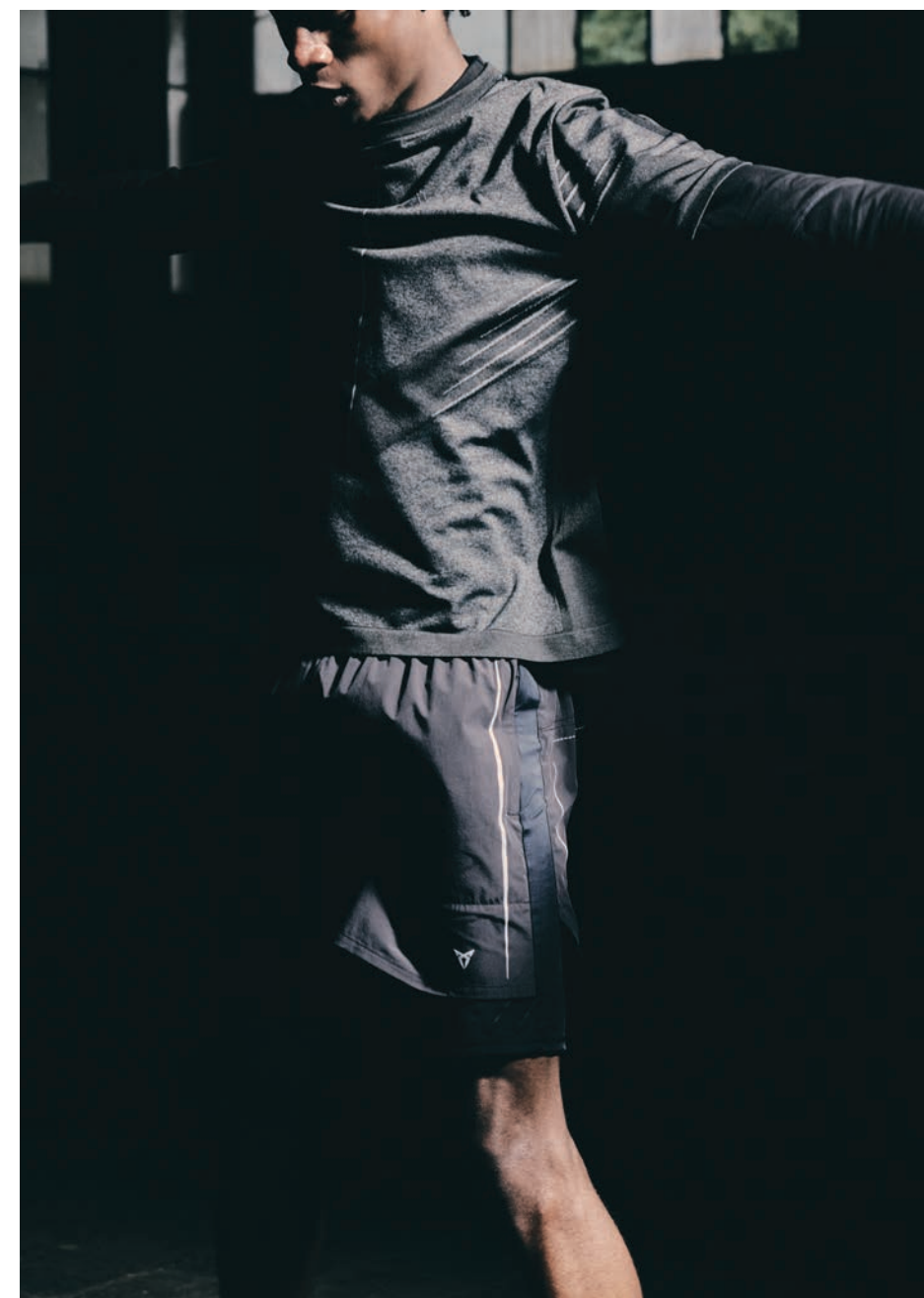
Materials: Lightweight technical fabric | Integrated biker layer
Details: Elastic waistband with cords | Reflective detailing
Fit: We recommend choosing one size up.



Women's Sport Shorts

Two layer sport shorts unified at the waistband. The outer layer is crafted from lightweight technical fabric and combined with an integrated biker short for comfort and performance. Designed with a comfortable elastic waistband and reflective detailing.

Materials: Lightweight technical fabric | Integrated biker layer
Details: Elastic waistband | Reflective detailing
Fit: We recommend choosing one size up.



ACCESSORIES

CUPRA Bottle Bag

Compact and practical bottle bag designed to carry essential gym items when showering at home. Thoughtfully organized to hold personal belongings and a water bottle. Made from water resistant materials for everyday performance.

Materials: Water resistant technical fabric
Features: Bottle compartment | Organized storage

**CUPRA Duffle Bag**

Gym and weekender duffle bag made from soft PU with a refined finish. Both CUPRA logos are embossed for a clean and premium look. Water resistant and designed to adapt from training sessions to short trips.

Materials: Soft PU
Details: Embossed CUPRA logos
Features: Water resistant | Versatile carry

**CUPRA Long Socks / Short Socks**

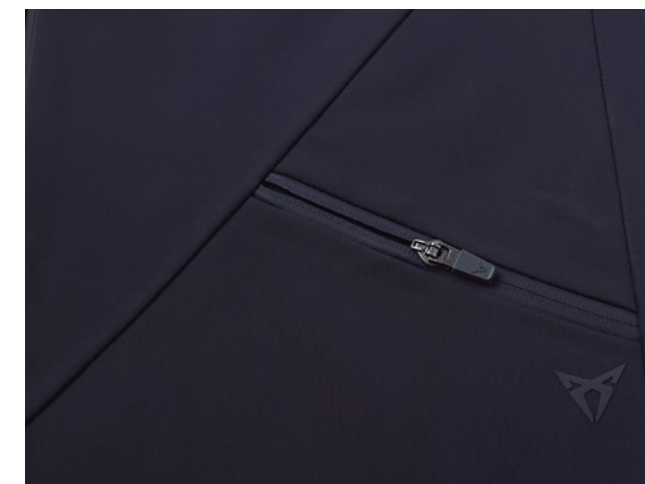
Technical compressive socks available in two lengths. Designed with contrast knit structures created using jacquard technique. CUPRA logo placed on both front and back for a distinctive technical look.

Materials: Technical compressive yarns
Details: Jacquard knit structures | Front and back logo placement
Lengths: Long | Short





TECHBLAZER



CUPRA Technical Blazer Hoodie

Ultralight blazer hoodie crafted from elastic technical fabric. Designed to combine refined tailoring with everyday performance, offering freedom of movement while maintaining a clean, structured silhouette. Diagonal seams and integrated pockets with silicone logo detailing add a modern, sporty edge, making it a versatile piece for both urban and professional settings.

Materials: Lightweight elastic technical fabric
Details: Diagonal seams | Pockets with silicone CUPRA logo
Fit: Regular
Colour: Black | Navy

BEACHWEAR



CUPRA COLLECTION: BEACHWEAR GO AGAINST THE CURRENT

The new CUPRA Beachwear collection, inspired by the lively energy of Barcelona, is for anyone who dares to go against the current and take their own path. Each piece captures the essence of the city, combining style and functionality in a design aimed at anyone looking to take the bold CUPRA spirit into the water. As well as being perfect both for doing sport and relaxing on the beach, these garments are also ideal for festivals, adding a rebellious and daring touch to any look. The collection reflects the CUPRA way of life: dynamic, free and always on the lookout for new adventures.

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COLLECTION





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CUPRA COLLECTION:
BEACHWEAR | Short sleeved
Swimming Technical T shirt

Men's short sleeved technical t shirt, ideal for water sports, with UPF+ protection and quick dry fabric. It has a Mao collar and central opening with an auto lock zip, protected by a placket with iridescent CUPRA lettering which matches the iridescent CUPRA logos on the sleeves.

Materials: 70% Polyester | 30% Elastane
Sizes: XS, S, M, L and XL
Colour: Black



CUPRA COLLECTION:
BEACHWEAR | Men's Swim
Shorts

Men's swim shorts with an elastic waist and matching front ties with a copper coloured metal finish. Made of a technical fabric with a paper touch finish, these swim shorts include side pockets and a back pocket. They have a decorative copper coloured backstitching on the hem of the leg and a badge engraved with the CUPRA logo at the bottom.

Materials: 100 % Polyamide
Sizes: XS, S, M, L and XL
Colour: Navy Blue

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**CUPRA COLLECTION:
BEACHWEAR | Men's
Technical T-Shirt**

Performance fit short-sleeved T-shirt designed for water sports. Offers UPF+ protection and quick-drying properties. Features a Mao collar with central zip, iridescent CUPRA lettering on the sleeve, and silicone logo detail at the chest. The back includes the line: 'The impulse of a new generation.'

Materials: 70% Polyester | 30% Elastane
Sizes: XS, S, M, L, XL
Colour: Black



**CUPRA COLLECTION:
BEACHWEAR | Men's CUPRA
Logo Boardshorts**

Boardshort-style swimsuit with an all-over CUPRA logo print. Cut above the knee, it features side pockets, a Velcro fly, and an adjustable drawstring at the center. Includes a back pocket and CUPRA lettering detail at the back waistband.

Materials: 100% Polyamide
Sizes: S, M, L, XL
Colour: Grey & Black

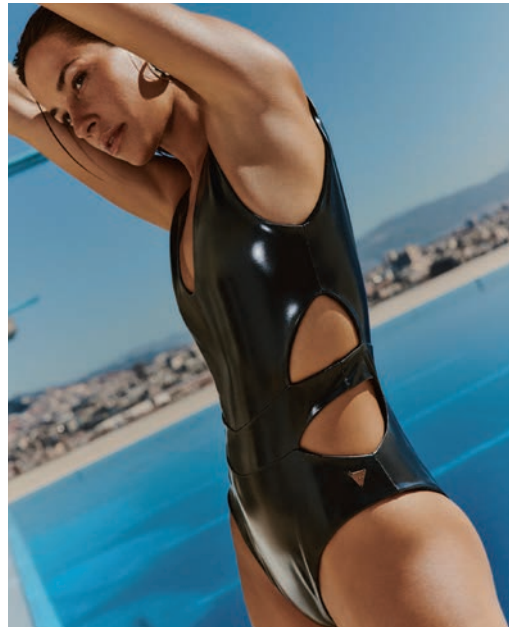




**CUPRA COLLECTION:
BEACHWEAR | Long
sleeved Neoprene Technical
Swimsuit**

Black long sleeved bodysuit made of technical material. The matching mesh detail stands out on the sides of the body and on the yoke, at the top part of the back. The central front zip is reinforced with the same iridescent material as that used in the rest of the swimwear line. There is an iridescent triangular detail on the cuffs and the iridescent CUPRA logo appears at chest level. The lower part of the bodysuit is reinforced with zigzag backstitching.

Materials
Main fabric: 74% Polyamide | 26% Elastane
Mesh: 73% Polyamide | 27% Elastane
Sizes: XS, S, M, L and XL

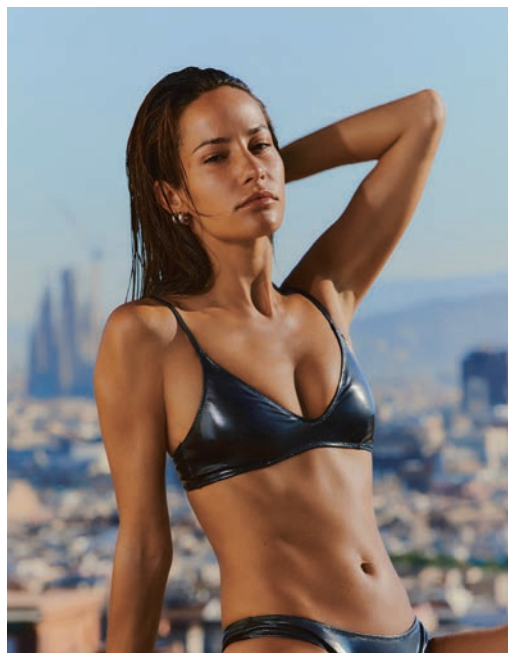


**CUPRA COLLECTION:
BEACHWEAR | Iridescent
CUPRA Iconic Swimsuit**

One piece swimsuit with wide straps and a round neck. This design, with a low cut back, is an iconic piece in our swimwear collection. It has two clips on the chest to ensure a perfect fit and two side openings at the waist. Its shape is inspired by the overlapping of two CUPRA logos. The swimsuit has an iridescent foil finish, applied using a fusion system, and a copper coloured metal badge with the CUPRA logo.

Materials: 97% Polyester | 3% Elastane
Sizes: XS, S, M, L and XL





**CUPRA COLLECTION:
BEACHWEAR | Iridescent
Bikini Top**

Bikini top with a round neck and removable cups, non-wired with a chest clip to ensure a comfortable fit. It can be worn with either the iridescent bikini bottoms with ties or the Brazilian version. There is a dark metal clasp on the back and adjustable thin straps. Made of polyester and elastane, the bikini has an iridescent foil finish, applied using a fusion system. Although its drying can be irregular, it always offers a perfect and uniform result.

Materials

Main fabric: 82% Polyester | 18%

Elastane

Lining: 97% Polyester | 3% Elastane

Sizes: XS, S, M, L and XL

**CUPRA COLLECTION:
BEACHWEAR | 100% Cotton
Beach Towel**

Large, high quality and 100% cotton beach towel. Designed with a macro pattern of the CUPRA logo, there is a practical zipped pocket at one corner for added convenience.

Materials: 100% Cotton

Measurements: 100 cm x 170 cm

Colour: Enceladus Grey



**CUPRA COLLECTION:
BEACHWEAR | Iridescent
Bikini Bottoms with Ties**

Bottoms can be worn with the iridescent bikini top. There is a seam in the middle of the back part and a copper-coloured metal badge with the CUPRA logo. This bikini, made of polyester and elastane, has an iridescent foil finish, applied using a fusion system.

Materials

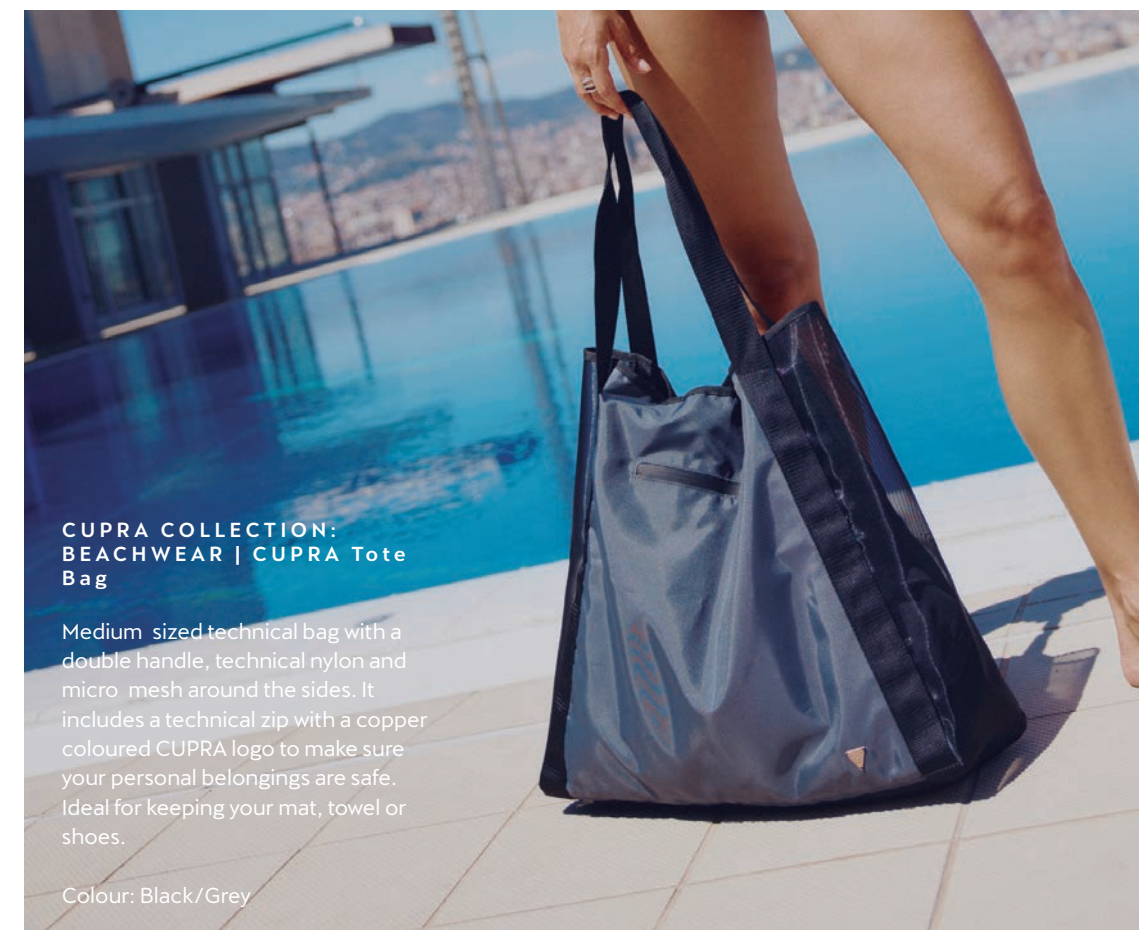
Main fabric: 82% Polyester | 18%

Elastane

Lining: 97% Polyester | 3% Elastane

Sizes: XS, S, M, L and XL

Available in two versions: with adjustable ties on the sides and mid-rise Brazilian.



**CUPRA COLLECTION:
BEACHWEAR | CUPRA Tote
Bag**

Medium-sized technical bag with a double handle, technical nylon and micro-mesh around the sides. It includes a technical zip with a copper-coloured CUPRA logo to make sure your personal belongings are safe. Ideal for keeping your mat, towel or shoes.

Colour: Black/Grey





CUPRA DESIGN HOUSE



CUPRA DESIGN HOUSE



**CUPRA COLLECTION: BEACHWEAR |
Iconic One Piece Swimsuit**

High performance one piece swimsuit with a 90s inspired silhouette. Crafted from technical fabric for stretch, support, and freedom of movement. Features a deep V neckline, cross back straps, and a copper CUPRA logo plaque at the center front.

Materials: 97% Polyester | 3% Elastane
Sizes: XS, S, M, L, XL
Colour: Black



CUPRA Kids Hoodie

Hooded sweatshirt with the CUPRA logo, dark silicone printed logo with copper coloured fish ings.

Kidsí sizes: 5/6 years, 7/8 years, 9/10 years, 11/12 years
Colour: Moonslate



CUPRA Big Logo Kids T Shirt

Short sleeved t shirt with printed CUPRA logo.

Materials: 100% Organic cotton
Sizes: 5/6 years, 7/8 years, 9/10 years and 11/12 years
Colour: White



CUPRA Kids Sweatshirt

Unisex crew neck sweatshirt with embossed CUPRA logo.

Materials: 85% Cotton
Sizes by age: 5/6 years, 7/8 years, 9/10 years, 11/12 years
Colour: Moonslate



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CUPRA Kids Beanie

The CUPRA Beanie is lightweight and thermoregulating for soft protection and casual comfort for the kids.

Materials: 60% Polyester | 40% Polyacryl | Iridescent Textiles | Poly lana
Sizes by age: 0 3, 4 9, 9 12 years
Colour: Blue



CUPRA Kids Cap

100% cotton baseball cap with a curved visor and a 3D silicone CUPRA logo. It features an adjustable strap to ensure a perfect fit for all head sizes and preferences. The cap also includes a silicone logo and lettering on the back.

Materials: 100% cotton
Sizes by age: 0 3 years and 4 8 years
Colour: Moonslate





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CUPRA DESIGN HOUSE



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CUPRA Scale models

Scale: 1:43
Materials: Zamac (die cast metal) body | ABS (plastic) detailing
Paint: Electrostatic paint finish | Hand painted interior components
Special features: Movable wheels | Detailed dashboard, seats, and steering wheel
Packaging: Premium collector's box

Models available:
CUPRA Formentor VZ Enceladus Grey | Century Bronze
CUPRA Tavascan Century Bronze | Tavascan Blue

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COLLECTION



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DRINKWARE COLLECTION

**CUPRA Stainless Steel Thermo Bottle 550ml**

A premium stainless steel thermal bottle designed for performance and aesthetics. With a grey to copper gradient finish that reflects CUPRA's signature design DNA and a magnetic lid that offers easy closure and cleanability, this is the ideal on the go companion.

Capacity: 550ml
Materials: Stainless Steel
Lid: Magnetic | Removable for easy cleaning
Finish: Grey to copper gradient
Features: Double wall insulation | Reusable
Care: Not dishwasher safe | Do not microwave

**CUPRA Stainless Steel Thermo Mug with Handle 300ml**

A compact thermal mug that balances form and function. The version with a handle offers improved grip and comfort. Featuring a smooth stainless steel finish with CUPRA's copper touch and a magnetic lid to prevent spills while on the move.

Capacity: 300ml
Materials: Stainless Steel
Lid: Magnetic | Removable for easy cleaning
Finish: Grey to copper gradient
Features: Handle for extra grip | Double wall insulation | Reusable
Care: Not dishwasher safe | Do not microwave

CUPRA Stainless Steel Thermo Mug 300ml

Minimalist and sleek, this version of the thermal mug comes without a handle for a more compact, travel ready design. Featuring the same durable stainless steel body, magnetic lid, and gradient finish, it's made to match your pace.

Capacity: 300ml
Materials: Stainless Steel
Lid: Magnetic | Removable for easy cleaning
Finish: Grey to copper gradient
Features: Compact no handle design | Double wall insulation | Reusable
Care: Not dishwasher safe | Do not microwave

**CUPRA Stainless Steel Water Bottle 750ml**

A compact and practical water bottle, with a bold design that stands out. Perfect for keeping liquids cold or hot. The magnetic and detachable closure ensures optimal cleanliness. The fading from dark gray to copper captures the intensity and dynamism that define CUPRA's design language. It is designed to fit perfectly in your CUPRA car. The ideal partner for every journey.

Capacity: 750ml
Materials: Stainless Steel
Lid: Magnetic | Removable for easy cleaning
Finish: Grey to copper gradient
Features: Top handle for extra grip | Double wall insulation | Reusable
Care: Not dishwasher safe | Do not microwave





CUPRA Sport Sunglasses

Sporty, sophisticated, and 100% handmade in Italy. Matte black or matte grey wraparound sunglasses crafted from lightweight, durable biopolymer. Fitted with blue gradient CR39 Zeiss lenses for exceptional clarity, enhanced contrast, and full UV protection. Soft touch finish with rubber nose pads and temple tips ensure a secure, comfortable fit, even during movement.

Materials: Injected Biopolymer | CR39 Zeiss Lenses
Colours: Matte Black | Matte Grey
Details: Soft Touch Finish | Blue Gradient Lenses
Origin: 100% Made in Italy



CUPRA Padel Performance Sunglasses

Built for high performance play. Matte teal wraparound sunglasses made from Carbolite and nylon for maximum durability and impact resistance. Equipped with grey gradient lenses and flash effect, designed to enhance visual clarity and reduce glare in changing light conditions. Ergonomic fit with rubber nose pads and tips for all day stability. Premium Italian craftsmanship, engineered for the court.

Materials: Carbolite | Nylon | High Contrast Lenses
Colour: Matte Teal
Details: Soft Touch Finish | Grey Gradient Lenses with Flash Effect
Origin: 100% Made in Italy

