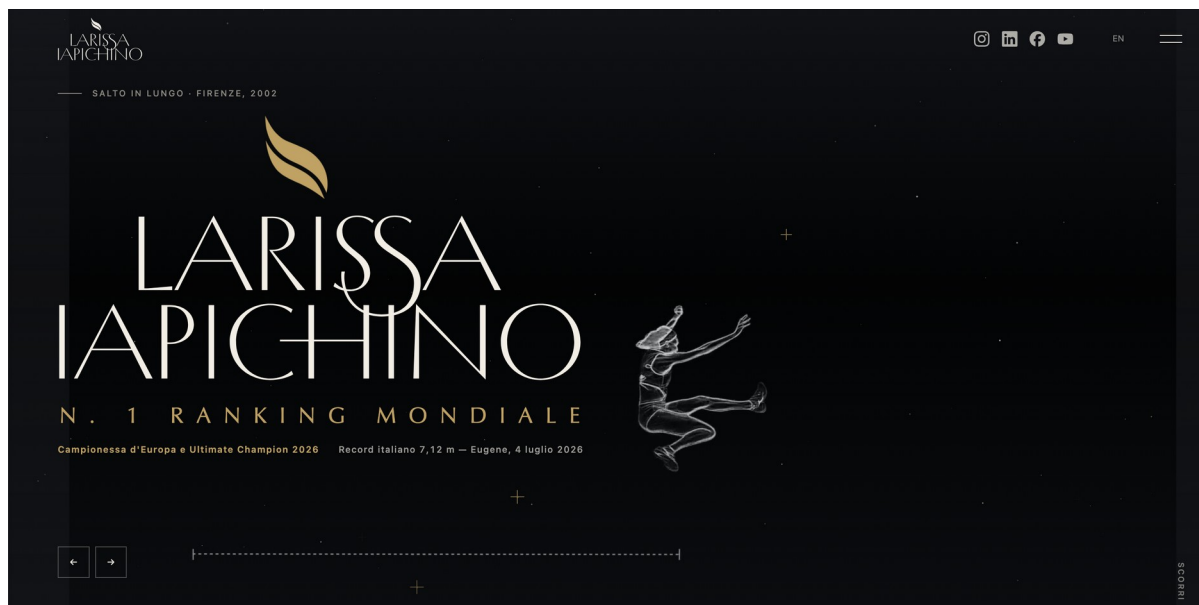


JOINT PRESS RELEASE

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Larissa Iapichino: a brand-new website for the world's number one, by Web Athletics



In the week the Italian record holder rises to the top of the world long jump rankings, the new larissaiapichino.com goes live: a bespoke website designed to be watched like a film, and managed independently by Jump, Larissa Iapichino's management company.

Since yesterday, Larissa Iapichino has led the World Athletics women's long jump rankings. It crowns an extraordinary 2026 season, marked by the 7.12 m in Eugene that gave her the Italian record, and by her double success as European Champion and Ultimate Champion.

The new larissaiapichino.com launches these very days, designed and developed by Web Athletics S.r.l. for Jump S.r.l., the company that manages the athlete's career and image.

The website is built from scratch, with no off-the-shelf platforms or third-party plugins.

Its identity is closer to a luxury maison than to a sports portal: a midnight-blue background with champagne details.

At the same time, Larissa Iapichino's official logo with the wing is unveiled for the first time.



A visual language designed so that a luxury brand recognises itself in it as much as an athletics fan does.

A website you watch like a film

- **The home page is built in scenes**, closer to a trailer than to a web page: the opening film starts on its own, in a landscape version for computers and a portrait version for phones.
- **Her career unfolds as a spiral**. Each turn is a year, each point a competition; medals and records light up along the way, and the main events have their own page with the full jump series, wind readings, videos and photos.
- **Data comes from World Athletics** and updates automatically, with no one having to copy it by hand.
- **Videos and galleries are treated as cinema**: clips start muted as they come into view, photos scroll like a film strip without cropping anyone's face, and high-resolution originals can be downloaded by journalists and partners.
- **E-commerce**: the new website already has all the advanced features for online sales.

Technical excellence you can measure

Behind the visual experience is engineering work that shows in the numbers. Every photo is prepared in four sizes and served in a lightweight format; every video is recompressed individually: the Athleticon film, for example, went from 86 MB to about 2 MB. The website is bilingual, Italian and English, on every page; it respects users who have turned on "reduce motion" on their device; and it only activates cookies after consent.

It is also designed to be read by machines. Every page tells Google, in the language search engines understand, whether it is about a person, a competition and its result, a book or a

partnership. A page dedicated to AI assistants, from ChatGPT to Claude, summarises who Larissa is, her results and her partners, so that the answers they give about her start from the right sources.

In the hands of those who run it

The website has a custom-built editorial panel. Competitions, partnerships, news, podcasts and even the home page videos are updated by uploading a file, without any coding and without calling a developer. Photos are picked straight from Google Drive and the site optimises them automatically; for every cover image, two sliders set which part of the picture is shown on computers and on phones. Every item starts as a draft and goes live only when it is published.

The voices behind the project

"I wanted a website that looks like me: elegant, essential, able to tell not only the measurements but also what lies behind them. Reaching number one and being able to share it this way is a wonderful way to crown this season."

Larissa lapichino

"For an athlete at the top of the world, a digital presence is part of the job, not an accessory. In Web Athletics we have a partner that knows athletics and speaks the language of brands: that is why we keep building together."

Silvia Saliti, manager of Larissa lapichino, Jump S.r.l.

"The world's number one athlete deserves a digital story of the same standard. Web Athletics is known in athletics for Athleticon, but this is also what we do: turning the needs of the most innovative athletes into technology."

Matteo Penna, Managing Director of Web Athletics S.r.l.

A partnership that continues

The new larissaiapichino.com builds on the relationship that began in 2024, when Web Athletics became the supplier of Jump's websites. The site is designed to grow with the athlete's career: its structure is ready for new sections, starting with Larissa's experiences in the fashion world, and the editorial panel lets the Jump team tell in real time the story of a season that has taken her to the top of the world.

For Web Athletics, the project is also a statement of identity. Alongside Athleticon, the educational comic-book project that brings Olympic athletics into primary schools and features Larissa as one of its characters, the company works as a digital consultancy for athletes, federations and brands, drawing on its founder's more than twenty-five years of web experience.

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