

## **PRESS RELEASE**

Luxembourg, 27 August 2025

# **The Art of Innovation – Bold Collectibles for Bold Thinkers**

**Swissquote Bank Europe partners with Luxembourg artist Sumo to launch limited-edition cup celebrating creativity and innovation**

Swissquote Bank Europe, Luxembourg's leading online bank for investors, is proud to announce a bold collaboration with celebrated Luxembourg-based artist Sumo. This partnership debuts with a limited-edition reusable cup, featuring Sumo's iconic Crazy Baldhead artwork—a vibrant symbol of creativity, optimism, and forward-thinking spirit.

More than just a creative product, the collectible cup embodies a fusion of finance and art, reflecting Swissquote Bank Europe's commitment to innovation, culture, and community engagement. With only a limited number produced annually, these cups are poised to become highly coveted items among art and finance enthusiasts.

"This collaboration brings our brand to life in a tangible, creative way," says Jeremy Lauret, Chief Commercial Officer at Swissquote Bank Europe. "Innovation at Swissquote isn't just about technology—it's also about how we connect with the world around us. This collaboration, at the intersection of art and finance, brings our vision of financial empowerment to life."

Sumo, who embraces digital innovation in his artistic journey, sees this collaboration as a natural alignment of vision and values. "Swissquote's progressive approach really speaks to me," he says. "We both believe in thinking differently, moving forward, and doing things with heart and purpose. It's all about being bold."

Only 1,008 limited-edition cups were produced. As a token of appreciation, two-thirds were gifted to our valued VIP clients in the Greater Luxembourg region. Take a closer look at the cup here:

[Swissquote Bank Europe x Sumo | Swissquote](#)

### **Celebrating creativity and innovation**

The initiative is part of Swissquote Bank Europe's growing cultural presence in Luxembourg. In March, the Bank hosted the *Swissquote Movie Week* at Kinopolis Kirchberg, drawing over 450 attendees. The Bank also launched [The Decision Makers](#), a creative film and photography series exploring the art of decision-making, currently on view at Kinopolis and online at [swissquote.lu](https://www.swissquote.lu).

**About Swissquote Bank Europe**

Swissquote Bank Europe is Luxembourg's leading online bank for investors, and has been at the forefront of digital investing for over 20 years. Swissquote Bank Europe combines the trust and security of a Luxembourg bank with the ease of use and transparent pricing that are traditionally the reserve of fintechs.

The Swissquote group employs more than 1,000 people globally, with 35% working in technology roles. With over 600,000 clients worldwide and over 80 billion euros in client assets, the bank offers a wide range of digitally-enabled banking and investing solutions to private, professional and institutional clients.

For more information about Swissquote Bank Europe, visit [www.swissquote.lu](https://www.swissquote.lu)

**About Sumo**

Sumo is a renowned Luxembourg-based artist whose bold visual language and iconic "Crazy Baldhead" character have captivated audiences worldwide. Known for his energetic blend of colour and motion, Sumo's work bridges street art, pop culture, and contemporary creativity. His dynamic pieces inspire joy and reflection, inviting audiences into the ever-evolving "Sumoverse"—a vibrant, imaginative realm where time and energy collide.

Discover more at [www.sumoartwork.com](https://www.sumoartwork.com)