



PRESS RELEASE

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BILLIE JEAN KING CUP BY GAINBRIDGE UNVEILS OFFICIAL 2026 FINALS KEY VISUAL PRESENTED BY MASTERCARD

Ginny's Artwork Design Brings Shenzhen's Skyline and Coastline as well as the competition's Team Spirit Together with Billie Jean King's Iconic Serve as the Billie Jean King Cup by Gainbridge Finals Return to China

SHENZHEN, CHINA – The Billie Jean King Cup by Gainbridge (BJKC) today unveiled the official key visual for the 2026 Finals, created by Chinese artist **Ginny**. The artwork will serve as the tournament's visual identity as the Finals return to Shenzhen from 22-27 September at the Shenzhen Bay Sports Centre.

To celebrate the Finals, ten female artists, including Ginny, have generously donated original pieces to be auctioned alongside signed memorabilia from Billie Jean King and the eight participating teams. Demonstrating the BJKC's commitment to being more than a tennis tournament, this activation, developed in partnership with Mastercard, highlights the competition's role as a platform for positive change and greater opportunities for women and girls, both on and off the court.

The artworks, sculptures and memorabilia will be showcased at the Kaledo Mall throughout Finals week, celebrating local female talent while providing a global platform for their work. Bidding will take place via the Cuppar auction app, with all proceeds supporting the Tencent Foundation, which prioritises empowering girls in rural communities. The programme uses tennis, arts and educational experiences to boost confidence, encouraging girls to dream big and realise their full potential.

Known for exploring contemporary aesthetics through fashion and art, Ginny creates work that bridges artistic expression and brand storytelling. Her creative practice spans fashion, sport, and culture, with a distinctive visual style that combines layered compositions and rich narrative elements.

Drawing inspiration from Shenzhen's iconic skyline, coastal landscapes, and tropical greenery, Ginny's design captures the spirit of a young, international, and vibrant city. At its centre is Billie Jean King's iconic serving motion, symbolising both the start of play and the passing of strength and inspiration. The composition creates a visual dialogue between art and sport while reflecting Shenzhen's openness, diversity, and global outlook; values that



closely align with the connection, inclusivity, and international exchange championed by the BJKC.

Ginny said: “Creating the event poster for the Billie Jean King Cup Finals, the women’s World Cup of Tennis, is more than just an important collaboration for me. It feels like a meaningful connection between my artistic expression and a women’s sporting event with global impact.

“Throughout my work, I have always been drawn to fashion, sport, and female empowerment. But this project made me realize even more deeply that female strength does not have just one form. It can be found in the explosive moments of competition, but also in focus, mutual understanding, perseverance, and the strength that women draw from lifting and supporting one another. With the event poster, I wanted to capture not only the spirit of competition, but also the collective energy and presence created by a group of women.

“This project also gave me a great deal of inspiration. A sports event poster should do more than communicate information; it can serve as a visual medium that connects the spirit of sport, the character of the host city, and the emotions of the audience. Finding a way to bring together Shenzhen’s urban character, the sense of speed and movement inherent to tennis, and the distinctive presence of each female athlete was both a challenge and a truly valuable creative exploration for me.”

Kris Dent, COO of BJKC Ltd said: “Ginny’s artwork and the wider auction capture the energy of Shenzhen and the spirit of the Billie Jean King Cup, bringing together the city, our athletes, and the values that define this competition. As we return to China for the 2026 Finals, we’re proud to partner with Mastercard in bringing this vision to life and to celebrate the work of talented female artists, while creating meaningful opportunities for impact beyond the court.”

As presenting partner of the official key visual and fundraising auction, Mastercard continues to champion women’s sport through its partnership with the BJKC. Mastercard cardholders have access to Priceless experiences, including behind-the-scenes tours and Best Seat in the House. These experiences are bundled into Priceless Experience packages and are available to both domestic and international fans through Ctrip.com and Trip.com.

A shared commitment to celebrating women in sport and promoting togetherness drives the BJKC’s growing network of global partners. The tournament is proudly supported by title partner Gainbridge, alongside global sponsors including Deloitte, e.l.f. Beauty, Mastercard, Microsoft, and 1xBet. These partnerships reflect a collective dedication to advancing opportunity, innovation, and excellence in international women’s tennis.



For more information and exciting content, including match action, archive footage, and player features, visit the BJKC website, follow @billiejeankingcup on Instagram, @BJKCup on X and TikTok, or Billie Jean King Cup on Facebook.

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About the Billie Jean King Cup by Gainbridge™

The Billie Jean King Cup by Gainbridge is the women's World Cup of Tennis. Previously known as the Fed Cup, it is the largest annual international team competition in women's sport, with a record 148 nations entered in 2026. Global partners of the event include Gainbridge®, Deloitte, e.l.f. Beauty, Microsoft, Mastercard and 1xBet.

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Deloitte.

e.l.f. EYES.
LIPS.
FACE.



Microsoft

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About Billie Jean King Cup Limited

Billie Jean King Cup Limited is a partnership between the International Tennis Federation and TWG Global created to deliver transformative investment and innovation to the Billie Jean King Cup, the women's World Cup of Tennis. Bringing together expertise and experience from the tennis, business, and entertainment industries, our core mission is to grow and leverage the world's most popular annual team competition for women as a platform for positive change.

About World Tennis

For more than a century, World Tennis (formerly the ITF) has worked to grow the game worldwide and ensure its long-term future as a truly global sport. In partnership with its 214 member nations, the organisation lays the foundations for tennis to flourish by expanding participation, strengthening pathways and creating opportunities for players of all ages and abilities - supporting both the development of the sport and the communities it serves.

As the global authority and guardian of tennis and its integrity worldwide, World Tennis also defines and upholds the sport's rules, professional and technical standards, ensuring tennis remains fair, safe, relevant and exciting for future generations.

At the heart of the global tennis system is a connected, competitive and developmental player pathway. For young professional talent, alongside the Wheelchair and Beach Tennis circuits, the World Tennis Tour – with 1,850 men's and women's tournaments annually - is the primary pathway through which the world's best young players progress, providing an essential route from junior tennis to the global stage, no matter which country they are from.



Through the World Tennis Tour players earn ranking points, build competitive experience and advance into the ATP and WTA Tours and Grand Slam events. The same pathway also provides the route for national selection into World Tennis' elite international team competitions, including the Davis Cup, Billie Jean King Cup, Wheelchair and Beach World Cups, and qualification routes to the Olympic and Paralympic Games.