

# Riva

S A I N T - T R O P E Z

**PRESS RELEASE**

## OPENING SEASON 2014

***Lia Riva launches the summer opening season with an exclusive cocktail event at Pan deï Palais hotel, St Tropez.***

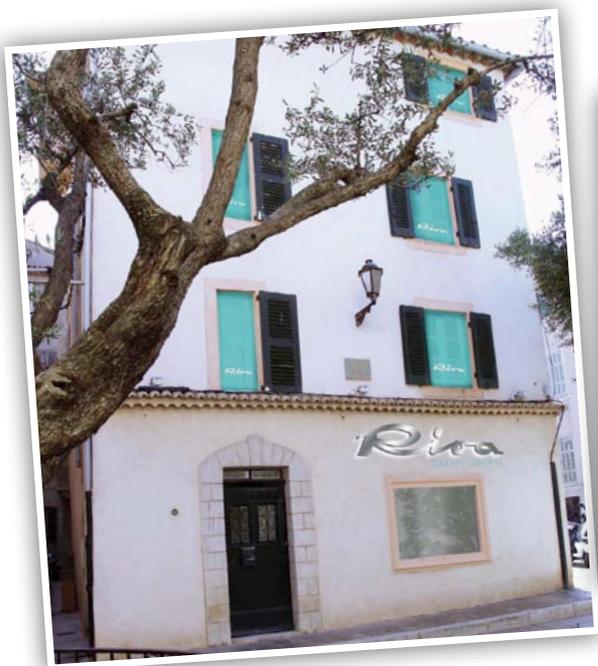
Following the incredible success of the Courcheval event that consolidated a partnership with Riva MBS and the prestigious hotel Les Airelles with the jewelry house Vhernier, a long lasting partnership since 2012 with the 170<sup>th</sup> anniversary of Riva, another unique collaboration will enchant Riva aficionados and VIP clients on the 16<sup>th</sup> May 2014 in St Tropez, where Lia Riva, the woman and the entrepreneur behind the Riva family business and Monaco Boat service, will gather a unique and selected list of guests at *Pan deï Palais* hotel.

This ultimate collaboration with another prestigious name of the Lov Hotel Collection is testimony of the perfect choice of Lia Riva in associating Riva with some of the most exclusive and niche hotel chain around the world.

It comes with no surprise that the choice, in St Tropez, could only be *Pan deï Palais*. The hotel will welcome Riva guests in a magnificent scenario of exotic yet elegant atmosphere.

The amazing garden and swimming pool area will be specifically set up to host a unique exhibition "**Riva & the Women**" following an acclaimed success in Courcheval last March 2014.

Pan Deï Palais is not new to Riva Monaco Boat Service. Since last summer 2013 the establishment reinforced a profitable collaboration by offering to their VIP clients a special Riva Boat experience, the so called *Promenade en Mer*. This summer the hotel' guests can have the possibility of experiencing a day cruising on board of some of the most elegant Riva boats, such the *Rivale '52*, *Aquariva 33'* and the *Rivarama* with a package tailored especially and uniquely by Riva MBS for Pan Deï Palais. Ad-hoc services are proposed: a *pic-nic* gourmet experience by Pan Deï Palais and tour outside St Tropez Bay and Pampellone beach costlines.



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The novelty for this year is the opening of an amazing new Riva office in St Tropez, right in the “Place de la Mairie”. Riva clients will be welcomed and invited to experience unique bespoke concierge services that the yacht brand will be offering in chartering and sales.

Specifically from the 15<sup>th</sup> May 2014 throughout all the summer *Riva St Tropez* service will be available to customers of Pan Dei Palais and to all the Riva clients down in the Cote D’Azur (from Monaco to Cannes) and will provide all customized life experience on a Riva for a day with the famous *Promenade en Mer* or for a lifetime by becoming one Riva Owner.

Monaco Boat Service, Riva Cannes Boat Service and Riva Saint-Tropez will provide to loyal Riva clients, and *wanted to be*, an impeccable service and the high-qualified team will be at the high demanding customer disposal to any request of tailored and bespoke concierge service to enjoy the most exclusive cruising experience.

The cocktail event of the 16<sup>th</sup>, from 18.30 to 20.30 will officially inaugurate the St Tropez office and the Riva MBS season which this year will be a tornado of events and projects wanted and created by Lia Riva’ entrepreneurial and creative verve.

To enhance furthermore the style and elegance of Riva and MBS masterclass, the garden of the Pan dei Palais will host an installation of Riva model from the new to the classic design together with the Apremare ones.

Pan Dei Palais is confirmed to be the right choice for the Riva St Tropez opening season thanks to the latest events and project which will enhance the glamour allure of the hotel furthermore with the Riva collaboration chartering experience.

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S A I N T - T R O P E Z

## RIVA AND MONACO BOAT SERVICE GROUP SUMMER 2014.

With the summer season approaching Riva and the Boat Service Group - Monaco, Cannes, St Tropez - will surprise the lifestyle world arena and their clients with an incredible list of events and projects.

Riva MBS will excel and be the indisputate leader of a unique and beyond luxe projects of brand collaborations and partnership, from Sabrina Montecarlo private event Gala dinner decorate by Hermes Home at Riva tunnel to *Monaco mouse-trap cars grand prix*, always at Riva tunnel, organised by the Casiraghi family.

On the 14<sup>th</sup> of June the humanitarian association *Monaco aide et Presence* will celebrate its 35<sup>th</sup> anniversary with a spectacular evening with an exclusive Gala dinner set within the magnificent scenario of the Riva Tunnel.

Amongst the selected VIP guests, worldwide famous personalities from the luxury and fashion world who will donate bespoke piece made especially for the auction to support the association. The "Les Anges de Monaco" installation by Peter Wutrich will enhance furthermore the beauty and uniqueness of the evening. An exclusive pre -dinner cocktail will be hosted at the Private Garden of the Prince Palace. In the presence and under the High patronage of S.H.S Prince Albert II of Monaco, the MAP 35<sup>th</sup> anniversary will surely be remembered as a evening of good cause and excellence. From a beneficiary event of unique and international awareness to one of the most prestigious event for the boatmaking house, the Riva Trophy, back in Monaco this year. The Riva Trophy 2014 edition, promoted by Monaco Boat Service, will be the special appointment that will bring together all the Riva owners on the French Riviera, from Monaco to St-Tropez passing by Cannes. A unique occasion to experience the long history of Riva represented by the Riva Classic till the new Riva Yachts Collection headed by the 122' Mythos, the new flagship of the historical shipyard house.

Many other events and collaborations will constellate the Riva world in South of France thanks to the innovative approach and the forthcoming vision that Lia Riva is driving into the company, particulrally by associating the Riva heritage to luxury and lifestyle brands that are constantly fascinated by Riva elegance and style. Be ready for the most exclusive Vespa Tour down in South of France, with a limited edition Vespa Riva coming soon.

On the 20<sup>th</sup> June 2014 the New Monaco Yacht Club opening will give the official kick off to the summer season. Amongst the top selected 1500 members, Riva Family will be attended to honor the longlasting and historical collaboration and synergy since the 1959, when Carlo Riva founded the Boat Service Group and sealed a long and unique collaboration with the Principality of Monaco and the Grimaldi Family.



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S A I N T - T R O P E Z



BOAT SERVICE GROUP

## ABOUT BOAT SERVICE GROUP.

*Tradition, style, bespoke service and glamour, at the top of Boat service group.*

**Monaco Boat service** and the Principality of Monaco since 1959 has formed a unique and winning couple. Exclusive Riva dealer for France and Monaco, with its landing stages, dock and tunnel which has the capacity to amaze today – it is cradle of boats of superior quality and personalised global services dedicated to the most demanding owners.

Choosing MBS also means having access to society, artistic and cultural events of an international allure which Riva MBS always promote and associate with, to always excel and satisfy the clientele at an international level.

**Cannes Boat Service** “take a day off, come to Cannes and you will find the sun, the sea and the Riva motorboats”. This was the slogan in 1969 that CBS is still promoting today. The stunning office is set just a step away from the Croisettes and the Palais du Festival right in the Port Pierre Canto where the world’s most prestigious boat and yacht are moored.

Cannes film festival is the perfect start of the season for CBS, where clients, new and potential will have the chance to enjoy an amazing space and decide in total relax the best Riva model to buy or to charter with.

**Riva St Tropez** is the latest addition to Boat service Group and offers to Riva customer a refined “Personal Yacht concierge service” without comparison:

Coordinates mooring and arrange daily and weekly chartering with the skipper on board of Prestigious Riva and Apremare boat.

Riva St tropez will present and promote numerous events of lifestyle, fashion, cultural and artistic allure, one coming up the Voiles Latin.

**Private Marina Carlo Riva** Created in 1971, out of love and tenacity for the sea of Carlo Riva, the prestigious Marina of Rapallo was the first tourist port in Italy. After so many years Private Marina Carlo Riva is still a facility that offer a 5 star luxury service. 400 berthing places from 6 to 45 metres, 2 underground parks for 200 cars, 22 shops, restaurant, bar, workshop, boat brokerage office and a Yacht Club overlooking the sea, 24 hour guarded access to the piers, courtesy and attention to every need of the clients: These are the characteristics that make Carlo Riva Marina the venue of the sailing elite, bringing together in a location of rare beauty, the finest international and Italian names.

**R.A.M Riva Excellence** Founded by Carlo Riva in 1957 as the first centre of assistance and restoration of his superb motorboats, R.A.M is still nowadays, thanks to the knowledge handed down and acquired in over 50 years of history, the point of reference for Riva owners around the world who want to have maintenance or restoration work done on their runabouts whether they are in mahogany or fibreglass, restoring these gems to their original splendor and perfectly efficient. The boatyard based in Sarnico, on Lake Iseo, also offering a complete service of technical and commercial consulting for new and second hand boat. It features 35 lake moorings and 120 covered laying-up places for the winter.

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## Riva, synonymous of masterclass and innovation

There is much more to Riva than just a name. Riva is the history of a family that made the history of the nautical industry and which the new Riva generation strives to reinterpret with an eye to the past while looking to the future and beyond.

Attention to details, search for materials and solutions – often innovative and foresighted – which subsequently became part of the nautical industry remain the key to success. All this means excellence, the same trait also distinguishing members of this Riva generation headed by Lia Riva, Carlo's daughter, currently at the helm of Monaco Boat Service.

## 122' Riva Mythos

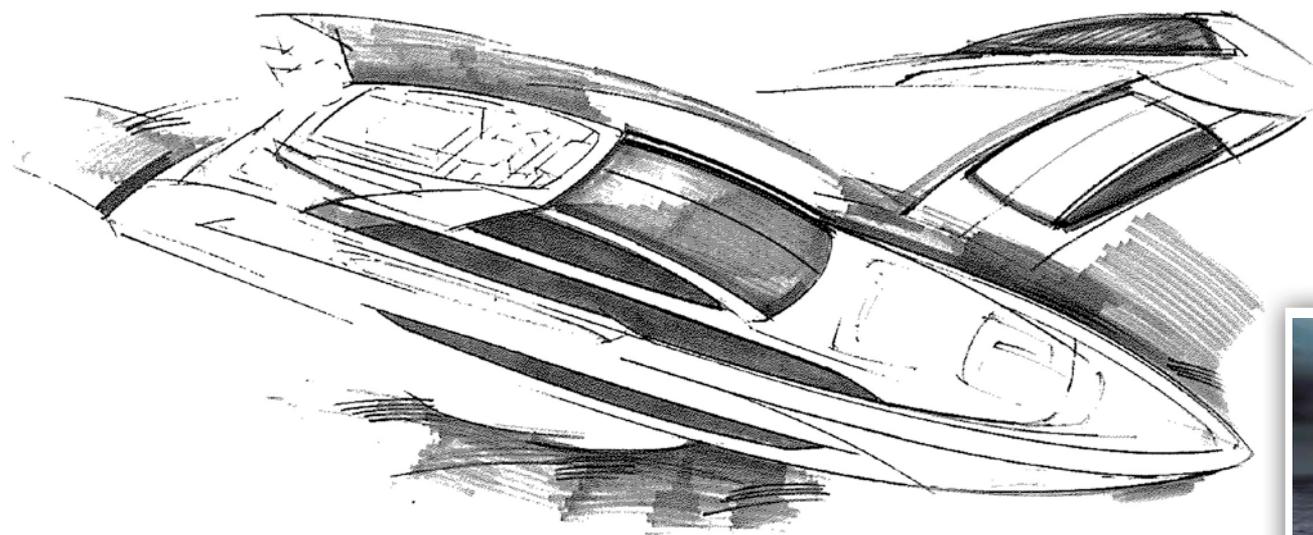
This year Riva will challenge and prove itself as one of the most innovative shipyard brand in the world, with the launch of 122' Riva Mythos, an extraordinary evolution of Riva Domino 86'.

Mythos will be the largest planning yacht ever built by the prestigious shipyard house. All the elegance, style, sobriety of all Riva unmistakable lines have been incorporated into a new series entirely built in alluminium alloy.

Riva mythos measures more than 37 metres in length and featuring very refined outer lines, spacious interiors, allowing the owner and the guest to enjoy cruising in all comfort.

The Riva Trophy 2014 edition, promoted by Monaco Boat Service, will be the special appointment that will bring together all the Riva owners on the French Riviera, from Monaco to St-Tropez passing by Cannes. A unique occasion to experience the long history of Riva represented by the Riva Classic till the new Riva Yachts Collection headed by the 122' Mythos, the new flagship of the historical shipyard house.

During the Monaco Yacht Show the 122' Mythos will be displayed at the Monaco Boat Service pontoons to complete the whole Riva collection in Monaco.



*Riva* 122 MYTHOS



## 88' Riva Miami

Being a trailblazer to continuously set new trends and consistently dominate the market as a style icon worldwide, Riva is an undisputed myth of pop culture. Blending all these features perfectly is a unique talent in the luxury boating industry sector of which Riva has been practicing and evolving for 172 years.

The new Riva 88' Miami, is the spiritual successor of the Riva Bahamas - the first model entirely designed by Mauro Micheli, and the designer who is responsible for the entire Riva range today. He has drawn inspiration from its exotic name to represent the new horizon of this iconic brand of the boating industry worldwide.

This project, which results from the close collaboration between Ferretti Group's Product Strategy & Marketing Committee, Mauro Micheli and Sergio Beretta of Officina Italiana Design, and Advanced Yacht Technology & Design (AYT&D), the Group's research, development, and style studio is a revolutionary yacht which perfectly blends an open and a coupé model into one single vessel, offering owners a range of solutions to enjoy their passion for the sea.

88' Miami official launch is expected beginning of 2015.

## The Riva Aquariva Lamp

Innovation for Riva means also ability to extend and challenge itself towards different design worlds. During the edition of Salone del Mobile 2014 last April ,in Milan, Riva entered the universe of home design and launched in worldwide premiere, the first Riva home design accessories, the Aquariva lamp. On the 8<sup>th</sup> The unique design object has been presented , exhibited and now sold exclusively at Larusmiani boutique in Via Montenapoleone and at the Riva Monaco Boat service boutique. The craftsmanship, quality, innovation and Dolce vita style will enable Riva to explore new horizon and challenge the brand, symbol of style and design for 170 years,to win and overcome new life-style and design sector industries.

For Press enquiries Riva – Monaco Boat service Group

**Style lab ltd- international Press and Communication office**

Valentina Cangiano: [valentina@the-style-lab.com](mailto:valentina@the-style-lab.com)

General press: [press@the-style-lab.com](mailto:press@the-style-lab.com)

## MONACO BOAT SERVICE

8, quai Antoine 1er -MC 98000 Monaco

+377 93 10 53 33 | +377 93 50 41 28 Mob : + 33 6 40 62 10 86

Visitez notre site : [www.riva-mbs.com](http://www.riva-mbs.com)