

Riva

TROPHY 2014



PRESS RELEASE

CLASSIC RIVA TROPHY 2014 7TH EDITION

SOME OF THE MOST PRESTIGIOUS RIVA OWNERS REUNITED ON THE HISTORIC SEA COMPETITION ROUTE MONACO, CANNES AND ST. TROPEZ FOR A FUN RACE BETWEEN SEA AND NATURE, TASTE AND EMOTIONS ... ALL TO DISCOVER.

A majestic vibe of healthy competition, a contest of darting excellences between the waves, an expression of challenge like the old time: race game, rivalry but mostly fun. This and more for the next **Classic Riva Trophy 2014**, wanted by Lia Riva and **Monaco Boat Service Group** in collaboration with **Yacht Club de Monaco**, taking place on the 5th and 6th September with stops in Monaco, Cannes and St. Tropez.

At its seventh edition, after the route between Portofino and the Gulf of the Poets of 2013, The Trophy is now back at the historic route Monaco - St Tropez, with an intermediate stop wanted to celebrate the bond of Riva and Cannes, united by Riva Cannes Boat Service.

The most exclusive race for Riva amateurs from around the world will then begin in the morning of Friday 5th September. Around twenty boats and fifty participants, ready to contend for prizes offered by international and renewed brands, partners and sponsors of the event ... but also to be delighted by exclusive *food & wine experience*.



Departure, then, from Monaco, heading to Cannes, where the first contest will turn into an aperitivo break where the participants will be pleased with a real deluxe pic-nic kit provided by Il Paese dei Balocchi, chosen for its sublime peculiarity *made in Italy*, accompanied by **Bellini** cocktail and bottles of wine **Vins de Stars**. Delicious treats to hold still for a few hours as the competition will continue until the *Iles de Lérins*, right in front of Cannes, for a lunch break where to indulge your appetite and give yourself a bath in a paradisiac atmosphere of crystalline water.



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And then off to a new contest which will end in the beauty of St. Tropez port, where an exotic and bold evening will await the participants and guests: the Brazilian Samba Night held at *La Plage des Jumeaux* to relax with cocktails and Brazilian menu in an environment created in pure **Roche Bobois** style. A dazzling party night with capoeira performances and Samba dancers throughout the whole evening. For this summer night, **Bottega Conticelli** of artist Stefano Conticelli, Riva Monaco Boat Service partner for the creation of the Vespa designed specifically for the brand, will pay homage with customized leather bracelets as a reminder of an event organized to entertain with exotic charm.

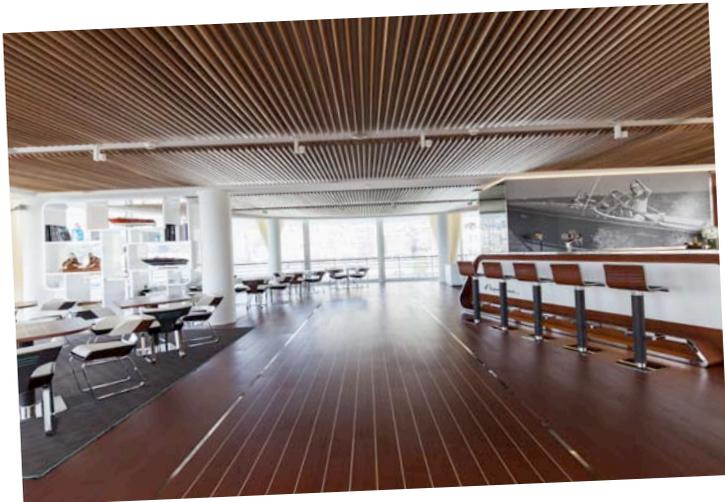


Saturday, September 6, a full day of surprises. After a relaxing morning in St. Tropez, the appointment is at *Place de la Mairie* in front of Riva Office, for a taste of brunch offered by **Il Paese dei Balocchi**, Bellini cocktails and wines from Veuve Clicquot and Vins de Stars, a brand created to unite wine brands belonging to well-known personalities. Indeed for the occasion, some of its French stars, amateurs and producers of wine will be honoured in the event program, name still top-secret. Unknown also the personalities who enliven the lunch with a culinary test, waiting also to find out the theme of the elegance contest that will entertain the cheerful haunt, a subject announced only a few days before, destined to become an integral part of the award.

It will be the *Grand finale* of the Award Ceremony, on the terrace of the Yacht Club de Monaco in front of the new lounge Riva Aquarama, to host the cocktail Gala with the prize giving moment to each of the team winners in the different categories with an array of highly anticipated awards, delivered from the hands of the jury, including Mrs Lia Riva, as well as by the same sponsors and supporting partners of the event. If each participant was in fact initially gifted with a complimentary participation kit with various presents, this evening will see in the foreground

as Official lifestyle Partner **Vertu** which, in addition to an installation set up in the office Riva Cannes Boat service and a dedicated showcase Riva Trophy 2014 at Vertu boutique in Cannes, will reward one of the winning teams with the extraordinary Signature Touch, while many other models can be discovered and experienced by hand during the same day at the pop-up set up in the Lounge Riva Aquarama. **Medical Life Group**, known name of spa and beauty centre of high-end, will offer caskets of products and a spa retreats weekend At Relais San Maurizio, in the heart of the Piedmont vineyards While Bottega Conticelli will come back again with a premium of sporty appeal: the beautiful bike customized Riva Monaco Boat Service. To explore also the recognition raffled by **Repossi** Jewels, glittering active partner with displays and installations in Riva Lounge, while **Veuve Clicquot** will donate an exquisite and beautiful two days trip to explore the Champagne region in France for 4 people, featuring luxury stay at Veuve Clicquot Hotel du Marc and black tie 5 courses pairing dinner. Limited edition bottle will be offered instead

by **Vins de Stars**, which will additionally set up a degustation bar at the YCM terrace. Amongst other prizes, exclusive weekend escape from the splendid Poseidonion in Spetses, winner of the Boutique Hotel Award 2013; with the support of other famous names such as Dr. Vranjes, former creator of fragrances designed to inebriate the evenings and events Riva MBS.



While the entire event and the whole celebrations will be presented and animated by Maurizio di Maggio, leading voice of Radio Monte Carlo network, the Riva Trophy 2014 will bring a real camera crews called up to capture every moment, from every perspective: a partnership with Heli Air which, in addition to follow the competition from the top, will reward one of award nominee with a helicopter trip between Monaco and Nice.

For all the Riva lovers the Ferretti Group, supporter of the event, will officially present the new flagship, the Riva Mythos 122', with an exclusive dinner at Yacht Club de Monaco.

In all its originality yet majestic organization, the new **Classic Riva Trophy** continues to be the ideal time to admire the most beautiful yachts of the historic Italian boatyard brand, from the classic lines up to the latest models *Domino*, *Rivale* and many others. Two days only, well conceived, designed to combine luxury and beauty to delight every sense between boats, nature and food, but also music and atmospheres matched to unite lovers of the sea under the auspices of the beautiful, lived through the eyes of the universe Riva.



Event and press enquiries
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