

# Riva

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

**PRESS INFORMATION**

## SEASON OPENING 2015



1<sup>st</sup> May 2015. Lia Riva and the Monaco Boat Service team are ready to inaugurate the summer season with a kick-off event taking place at Pan dei Palais hotel.

Following a successful and long term partnership with **Lov Collection Hotel group**, highlighted by the spectacular *Riva Iseo* showcase and project at the **Chalet de Pierre** in Courchevel last March 2015, Lia Riva, ambassador of Riva Yacht brand for the South of France, is hosting the annual and exclusive cocktail reception, this year with the involvement of a *parterre* of luxury brands, honorable partners of the event.

It comes with no surprise that **Ferrari**, represented by its official dealer for the South of France, Ferrari Cannes, would embrace the opportunity to partner up with **Riva St Tropez**, a perfect alliances between two of the most prestigious brands and excellences of the Made in Italy worldwide.

*“ This is a pleasure for Ferrari to be partner with Riva for this event. Being able to gather these two prestigious brands in Saint-Tropez is the perfect way to keep promoting the exclusivity of the Italian definition of luxury,”*  
commented Bruno Buschino, Brand Manager for Ferrari.

Leader in luxury real estate for over 150 years, **John Taylor Group** will add prestigious to the evening.

*“John Taylor St Tropez and John Taylor Cannes Agencies, are very proud to participate to Riva’s Season Opening 2015 in St Tropez with Al Ghassan Motors”*  
commented John Taylor St Tropez and Cannes team.

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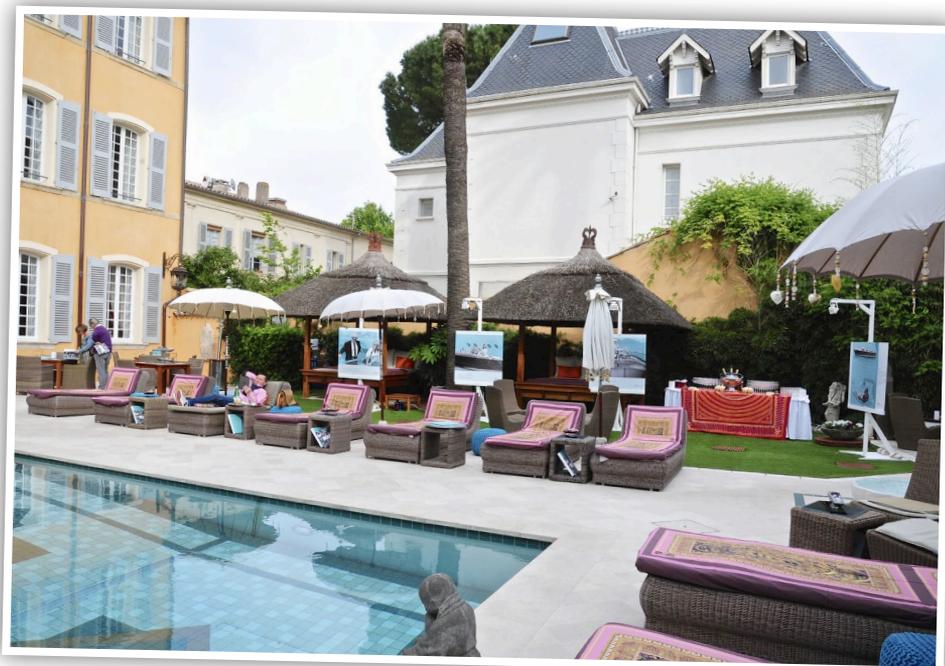
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Stefano Conticelli of **Bottega Conticelli**, a consolidate name to the Riva Monaco Boat Service initiatives, will pay homage to the partnership with customized key ring and luxury pouches, as a reminder of an event organized to entertain with class and charm. Timeless, the fragrances of **Dr Vranjes Firenze** will inebriate of summer note the lavishing scenario and delight the senses of the guests.

New to the scene, **Maria Flora**, a unique and niche brand specialized in the design, creation and production of fabrics for indoor and outdoor use. From residential to hotels and luxury, the brand is entering the “nautical” world with a partnership with **Riva St Tropez**.

*“Maria flora is pleased to participate at the event by offering its style with cushions made of outdoor fabrics, resistant to UVA and perfect for the Riva Yachts, thanks to the unmistakable made in Italy”.*  
Commented Filippo Uecher, Founder of Maria Flora.

The **Riva St Tropez** project at **Pan dei Palais**, first of many, it is for Lia Riva the best way to strengthen furthermore an already established and consolidated collaboration with the Cote D’Azur territory: following the **Riva St Tropez** event, Cannes Boat Service, with its privileged location at Port Pierre Canto, will offer a VIP courtesy chartering service with the prestigious Riva “Rivarama 44” in occasion of the Cannes Film Festival 2015.



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