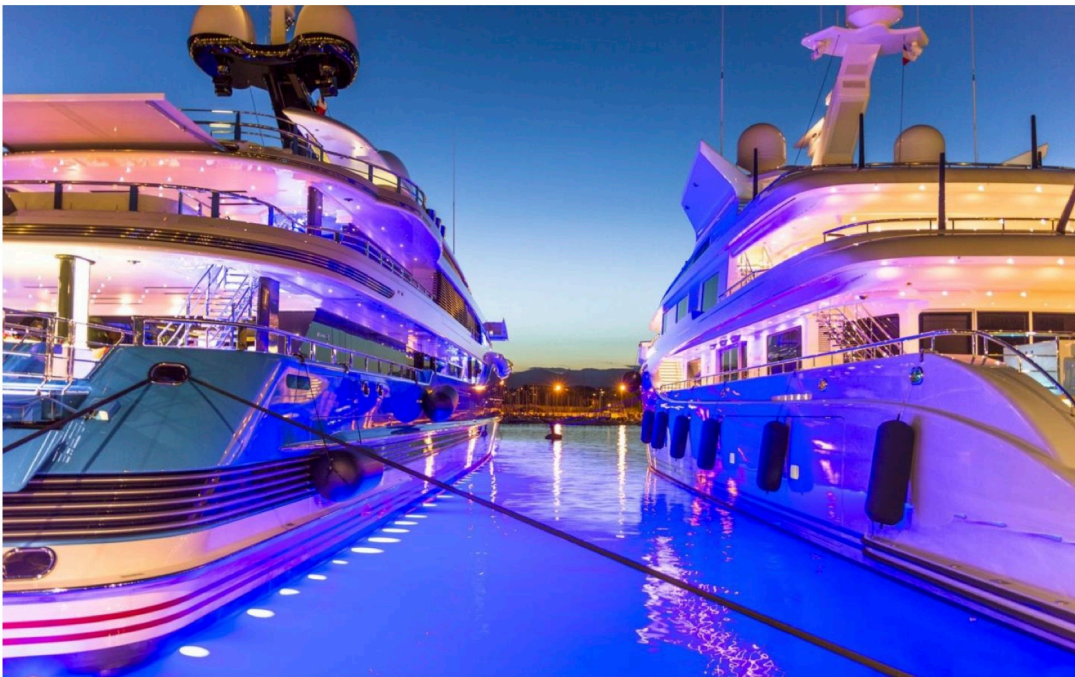


# HOW TO BEHAVE (AND GET INVITED) ABOARD THE BEST SUPERYACHT PARTY AT THE MONACO GRAND PRIX

Kim and Kanye couldn't get an invite, but maybe you can?



**M**onaco [Grand Prix](#) is just around the corner, and while [the cars](#) are the stars of the show (obviously) the yachts are the stars of the after-party. (Don't pretend you're there for the wheels over the wine.) In Monaco, where there are more Ferraris per square metre than anywhere else in the world, more money per mile than your local bank and more supermodels per Skinny Prosecco bottle than the Met Gala, these parties are something to write home about.



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And there's one party in particular. Nicholas Frankl, three-time winter Olympian and owner of luxury events company **My Yacht Group**, has been hosting the most exclusive Grand Prix parties aboard superyachts for the last twelve years. The first, held in

2005, was attended by none other than His Serene Highness Prince Albert II of Monaco, who's been coming back for more ever since. What better stamp of approval can you get? So we asked Frankl, the most popular man in Monaco, what makes a good party, how to blag yourself an invite, how not to gatecrash, the best yacht party etiquette as well as which A-Listers get an invite, and which ones don't...



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### **How to throw a good party** **Get the right champagne and caviar**

You're only as good as your last event. You have to stay humble, stay hungry, and don't believe the PR. These are six-figure

receptions. You have to make sure your Perrier-Jouët champagne is first class – cold and chilled – and that the caviar is ready upon arrival. We probably go through 200 bottles of £300 a bottle Perrier-Jouët champagne. We'll go through Whispering Angel, and Garrus – their finest rose. We'll go through three kilos of French organic caviar. We also have a live cooking station with caviar and truffles.



### **Don't overcrowd**

We rent a £40 million, 160-foot superyacht for just under a hundred thousand a night, and have a strict capacity of 100 to 120 guests and 40 staff. The tipping point of human intimacy and interaction is about 100-120 guests – that's actually in the book, *The Tipping Point*. Vijay Mallya throws a party on his boat every year with 600 people – it's pandemonium, and nobody likes it. Unless you're getting absolutely ratted it just doesn't work.

### **Get the gift-bags right**

We gift £100-150 Bvlgari candles to guests, as the bathrooms are done up with Bvlgari scents.





## **How to behave appropriately**

### **Don't smoke**

There's no smoking on board, but there's a smoking area, which isn't a very popular area, as none of the athletes smoke. It's mostly a couple of French guests puffing on Gitanes. However, we do have a cigar tent, offering Davidoff cigars and Martell cognac.

### **Take off your shoes**

Everybody must take off their shoes, which are then checked and numbered. Whether it's evening or daytime, you don't wear shoes on a superyacht because of the very fine teak decking. Plus, it really helps to lower the ego – literally. Most people on my yacht receptions are high achievers, they're in the public eye, and so they carry a certain gravitas. Some of the beautiful women on board are very statuesque and very tall so it can be intimidating.



## **Even if you're famous**

A couple of years ago, when the party was in full swing, and we had HSH Prince Albert II on board, Nigel Mansell, Lewis Hamilton, Stefan Johansson, Jean Todt, Michelle Yeoh, and a whole great group of amazing people, we had a very high profile model and fashion designer refuse to take off her Louboutin shoes. She was about six-foot three. I went up to her and politely asked her to take them off, and she said, 'I'll only take them off as soon as you've introduced me to, and I've had a photography with, His Serene Highness.' And so I said, 'Excuse me Albert, can I borrow you for one moment for a photograph, then we can get this situation sorted out.' So we had the introduction, and the photograph, and she was very happy, trotted off, and took off her shoes. Even HSH takes off his shoes!

## **Don't be a lad**

It's a very sophisticated, civilised environment. You're on a beautiful multi-million pound superyacht, you're in the harbour of the Monaco Grand Prix, it's one of the most opulent experiences in the world, the palace of Monaco is just over your shoulder, everyone's dressed beautifully, it's not really an environment for kicking down with some beers and wolf whistling girls. That might happen on other yachts but it doesn't happen on mine.

# **How to blag yourself an invite**

## **Don't be bait**

I'm a very popular guy in Monaco. I live there, and everybody knows what I do, so the first thing the society ladies say to me is: 'Hi Nicholas, what time is your yacht party this year?' Or, 'What's the name of your yacht this year?' They don't even care if they get invited, as long as they know the name. I know if I go to a certain friend's house where they're having a dinner party for 20 or 30 people, two or three weeks before the Grand Prix, the first question will be 'Where's my invite?' So I try and hide before the Monaco Grand Prix.

## **Don't try and fool security**

We are very, very, strict, with multiple levels of security and wrist bands. We even have the secret service because Prince Albert is there. So although it's not foolproof it's pretty tight. We get people using other people's names, but we check IDs and everyone gets stamped and double checked before they get on the boat. It's quite challenging to get on. I know people who've scaled the walls of *Vanity Fair* parties, or taken photos of IDs and had them reprinted, but on this boat, there's only one way.

## **Don't cause a scene**

The troublemakers are almost always high-society women. They have this sense of entitlement, and feel that they should go straight on with their five friends who weren't invited. Some of them have proper hissy fits. Nobody likes to be embarrassed in public, but the problem is they embarrass themselves. They think they can go to any party they like.



## Get there late

You have a better chance of getting on if it's at the end of the evening, let's say 12 o'clock. A lot of the key guests have come, eaten and gone home. We close at one o'clock (officially), but if we have His Serene Highness on board then he doesn't leave until three. The after-party is in the V-VIP section on the bow of the boat.

## Get a recommendation

You have to have a recommendation. You can't just be random. If someone important texts me and says, 'So and so is going to pass by, is that ok?' then I'll do my best.

## Dress smart

The dress code is cocktail attire. Women don't tend to wear long dresses since they have to take off their shoes. Everyone brings out their best jewellery since it's such a safe environment for those kinds of pieces. A lot of the guys wear [incredible time pieces](#), like Richard Miele and Tourbillon. It's a bit of a watch show sometimes.



## Roll up

A lot of our guests are car collectors, so they'll have 50 or 100 incredible cars that you would never drive on the street. Last year, we hosted a car made by Henrik Fisker: a one-off Mercedes Royale, which is a modern recreation of the old 600 Mercedes limousine from the Seventies. That was amazing. All the guests turn up in Rolls Royce's, Bentleys, Ferraris, Lamborghinis, limited editions and roadsters.

## Be more like Buzz Aldrin

**Buzz Aldrin**, the second man on the moon, can ring me up and say 'Nicholas, I want to come', and he can come anytime. He doesn't drink anyway so he'd be a cheap guest anyway, but he's a guy I actually want to talk to. So is Felix Baumgartner, and Olympic champion Michael Johnson. These are achievers in real life disciplines, rather than 'I've got a big bottom so I'm famous.' It's not all about celebrities. I think these people get a lot of publicity as it is for not doing very much.

## But less like the Kardashians

I've turned away names you'd know better than your mother's name. For example, one is a **very well-known African American singer** and the other **has a very large bottom**... I don't need to have them on board to do me a favour. And quite honestly most of the guests don't care who they are.



## And get a girlfriend like Ivanka

Ivanka Trump wanted to come a few years ago, and when I met her she couldn't have been more charming, more polite, more courteous, and more down to earth. Compared to all the other women I meet in Los Angeles I can tell you she's one of the more pleasant ones. Of course I'd let [Donald Trump](#) and [Melania Trump](#) on too. I might not respect their politics but I would respect the office of who they are.



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● My Yacht Group is partnered with charities such as [Prince Albert 2](#) , [The Blue Angel Foundation](#) and [Operation Healing Forces](#).