

The Most Interesting Man in the World

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Nicholas Frankl

There are interesting people. And then there's Nicholas Frankl.

The part-British, part-Hungarian founder of turnkey luxury hospitality brand **My Yacht Group** (myyachtgroup.com) has also been a BBC Radio reporter, an entrepreneur, and an Olympic bobsledder — competing three times against HSH Prince Albert II of Monaco. He's also been a Formula One fanatic for as long as he can remember. He has since combined his many passions to create, in his words, “the most unique, exclusive, fun, and sophisticated celebration at the world's most glamorous events.” In other words, his My Yacht experiences make lavish sporting, social, or artistic events even better. Frankl opened up to *Celebrated Living* about life and work in the fast lane.

FROM DREAM TO REALITY

“It all started at the Monaco Grand Prix eight years ago. I saw an opportunity to create a unique yacht hospitality program to cater to high-net-worth guests who are looking to enjoy the weekend at a very exclusive level. So we decided to create a V.I.P. Monaco-style nightlife experience to bring some of the Monaco ambiance to different worldwide events and cater to those guests.”

MIX AND MINGLE

“One of the best aspects of my work is having the opportunity to host and meet some of the world's most interesting achievers and influencers from all walks of life, from all over the world, and from different worlds. ... My work — and the people I meet — are constantly interesting and stimulating.”

GETTING DOWN TO BUSINESS

“The My Yacht events take place all over the world, including Monaco, Abu Dhabi, Miami, Cannes, and Austin, Texas. All are superyacht events except the Austin My Yacht Club event surrounding the Formula One U.S. Grand Prix. At Art Basel Miami Beach [December 1 to 5, 2013], hosting clients, artists, galleries, and luxury brand partners on board a superyacht creates a coveted invitation that sets us apart in a crowded social whirl of parties and functions. The Cannes event [May 10 to 17, 2014] coincides with the Cannes Film Festival, which provides an opportunity for brands to host select clients plus important Hollywood and entertainment industry talent and executives.”

ON THE HORIZON

“We're always looking at possible expansion to new markets and new events, including the Super Bowl, the Kentucky Derby, and even the Oscars. And we'd love to develop an event in South America; we're looking at possibilities during the World Cup and the Olympics in 2016.”