



# MINGLE WITH THE CRÈME DE LA CRÈME

By: E.J. Webber



My Yacht Group Events provides a unique experience to high net worth clients as one of the most exclusive and luxurious events in the world, be it Art Basel Miami, Cannes Film Festival, or Monaco Grand Prix, among many others.

The guiding theme behind My Yacht Group Events is that super wealthy individuals prefer to have exclusive events with like-minded and equally wealthy individuals. Of course bringing together such high net worth sophisticates in one place at the same time, is much easier said than done, keeping in mind the varied global jet setting lifestyles of invitees.

The value that My Yacht Group Events brings to the table is offering high net worth clients a forum where they can interact freely with one another for business purposes or pleasure. Ultimately, it is all about creating an exclusive, highly convivial atmosphere, across a variety of special gatherings, which very specifically cater to elite clientele.

As with any exclusivity, My Yacht Group Events also combines select luxury brands that can promote bespoke wares and global brand exposure to the chic



clientele that attend events. The idea is always to soft sell, not only to existing clientele, but all the more, to new clients coming to these functions. It is certain that each occasion sees new members of the elite set gathering at places like the Concours d'Elegance, the premier automotive gathering in Monterey.

One of the most exclusive ways in which My Yacht Group Events organizes for fabulous parties is by having them on super yachts. When it comes to a truly special setting, superyachts, whenever they set the benchmark for exclusivity. To promote high-end brands, an ideal gathering would be one which is intimate, which is exclusive, and one that is elegant – a super yacht fulfills these attributes superbly!

High net worth clientele receive a host of invitations to a formidable number of exclusive events, whether they are charitable events or private parties aboard elegant yachts, in estate homes, or in museums. It is important to bring together the right elements that will peak the interest of the most discerning and discriminating patrons. The attention to detail, hosting and impressing principals, and putting new clients together in the most imaginative way, is what My Yacht Group is all about.

The fact that My Yacht Group Events has been doing a superlative job of hosting such exclusive events and bringing together high net worth individuals and luxury brands under the same sails is easily apparent. From the increasing number of such sophisticated events where it is making its presence felt – the Austin F1 Grand Prix, the Singapore Formula 1 Grand Prix, Etihad Airways, Abu Dhabi F1 Grand Prix, as well as the Miami International Boat Show, the company is clearly a rising star in the hospitality field.

The patronage of My Yacht Group Events remains high and is foreseen to grow further in times to come! ➔

