

The outrageous life of British ex-Olympian millionaire and superyacht party-thrower Nicholas Frankl

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Frankl has become somewhat of a celebrity for throwing superyacht parties for the elite. He also occasionally travels by helicopter.

Instagram @huno07

The Monaco F1 Grand Prix, considered to be the most glamorous sporting events in the world, kicks off on May 25, and one man is guaranteed to be living it up at the most exclusive superyacht party in town.

Nicholas Frankl, 45-year-old three-time winter Olympian and co-founder of [My Yacht Group](#), will host a four-day exclusive bash on a private superyacht moored in a prime spot on the Quay Kennedy straightaway to mark the 75th edition of the Grand Prix.

In its 12th year, the party prides itself on "connecting the world's most interesting people," and promises to bring together some of the world's most elite circles, including a mix of actors, astronauts, billionaires, celebrities, models, politicians and even royalty.

However, this is far from being Frankl's first rodeo.

He says he has made millions throwing some of the most exclusive parties in the world, where the guests are picked up in Ferraris, have a combined net worth of approximately \$75 to \$100 (£58 to £77) billion, and go through over 100 bottles of €300 (£257) Champagne.

Business Insider caught up with Frankl to hear about his world of glitz and glamour, which recently earned him a spot on the [Channel 4 program "How'd You Get So Rich?"](#)

Scroll down for a sneak peek inside Frankl's outrageous life, which he spends globe trotting and partying with the top 1%.

Meet 45-year-old millionaire Nicholas Frankl, former Olympian, avid Formula 1 fan, and co-founder of My Yacht Group.



My Yacht Group

He was born in London to a British mother and Hungarian father, Andrew Frankl. Andrew was a sports journalist and commentator, focusing on Formula 1.



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He took Nicholas and his twin sister, Annabelle, to their first F1 race when they were only six weeks old.

'Like all young school boys I wanted to drive in Formula 1,' Frankl told Business insider. 'I grew up around drivers because of my father. But at that time, in the 1960s and 1970s, lots of motor racers were being killed and he was not keen on the idea.'



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Andrew also commentated on bobsled during various Olympic Games for Hungarian TV, which peaked Nicholas' interest in the sport, and ultimately led to him competing in three Olympic games.



My Yacht Group

Frankl participated in the 1994, 1998 and 2002 Olympic Games as driver and captain of the Hungarian bobsled team. "I went from zero to Olympics in one year," he said.

"Most other teams had like 25-30 people, and we had three. But my main objective was to compete and make friends."

His connection to the lives of the rich and famous began when the family moved to Monaco, where Frankl now lives.



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When his bobsledding career ended, he started to focus on working sponsorship deals. Between 1996 and 1999, he had worked running a big sponsorship deal for royal jeweller Asprey and Ferrari's Formula 1 team. This gave him his first exposure to ultra high-net worth individuals.

"If you can't drive with them you may as well be hired by them," says Frankl. "Yeah, you get some prima donnas who may need their egos massaging, but I was quite adept at it and I enjoy looking after people."

'The one thing they all appreciated more than anything else was being on a superyacht,' he said. 'And the fact is, super yachts trump anything else.'



Once the sponsorship job finished, Frankl says people continued to call him up asking him to get them into the coolest and most exclusive venues, such as Jimmy's in Monaco. "I became sort of an unpaid concierge," he said.

Frankl and Annabelle saw a niche opening on the partying circuit, and founded My Yacht Group in 2005. They now throw some of the most talked about parties in the world.



My Yacht Group

"I could see that Formula 1 did not cater very well to the ultra high net worth crowd, so I set out to create an environment where like minded people could connect on a much higher level," he said.

The parties keep him busy. There are usually around 120 guests at the parties with a combined net worth of approximately \$75 to \$100 (£58 to £77) billion.



My Yacht Group

"That doesn't mean to say that everyone on board is a billionaire — that would be boring," he said.

There is no expense spared. 'Everything is six star,' says Frankl. 'We drink Perrier-Jouët Belle Epoque vintage rosé champagne which costs €300 (£257) a bottle, and we will go through 100 bottles pretty easily.'



My Yacht Group

"And we'll have at least a kilo of caviar on board if not more," he adds.

Frankl's firm provide all transport to and from the superyachts and party venues with the various event sponsors, which to date include Ferrari, Cadillac limousines, and Mercedes Benz.



My Yacht Group

Lewis Hamilton apparently drove the Silver Arrows Mercedes speedboat at last year's Monaco Grand Prix event.

Guests at one of Frankl's events can expect to rub shoulders with the rich and famous. His clientele includes the likes of His Royal Highness Prince Albert II of Monaco (pictured below).



My Yacht Group

As well as royalty, you can expect the likes of other celebrity guests, such as Austrian daredevil Felix Baumgartner and Julian Lennon, son of John Lennon (both pictured).



My Yacht Group

Lewis Hamilton, Nigel Mansell, the Countess of Wessex, Prince Edward, Boris Becker, actress Michelle Rodriguez, and Easyjet entrepreneur Sir Stelios Haji-Ioannou have all also attended Frankl's events.

Models adorned in expensive jewels paraded the "White Party" thrown in partnership with Bulgari in St Barts. Frankl estimates around \$10 million worth of jewellery was on board that superyacht.



My Yacht Group

Below, Frankl hangs out with fellow Olympian Michael Johnson.



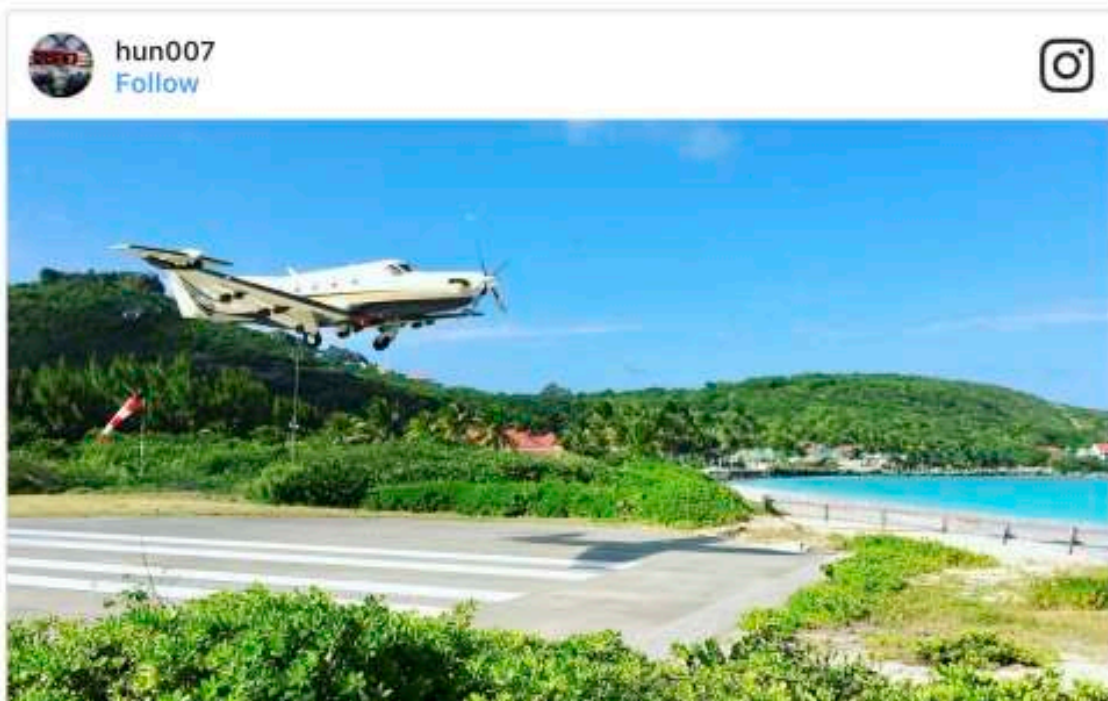
Frankl's superyacht antics have turned him into somewhat of a celebrity.



My Yacht Group

He was recently on Channel 4's *How'd You Get So Rich*, and has also appeared up on CNBC's *Secret Lives of the Super Rich*.

Since launching the business, Frankl has travelled the world to luxury yachting destinations, from Cannes to Fort Lauderdale. His calendar of exclusive events now boasts up to 13 high-profile superyacht parties a year.



Above, he touches down in St. Barts where the company recently held its first "White Party" in partnership with Bulgari.

He is also a private pilot. Here he is touching down in Bermuda.



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His high-flying pals send for him via helicopter from time to time.



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He's also passionate about fast cars. Here, he takes the first sweet drive of the matte black 2016 Lamborghini Huracan Spyder.



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"Nothing says 'I've arrived' like a new Lamborghini," says Frankl in a [blog post](#).

He also loves to sail.



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His upcoming four-day shindig in Monaco will set guests back €16,000 (£13,690) per couple, which Frankl considers 'very reasonable' if you take into account the competition.



My Yacht Group

"Lots of people offer hospitality in the harbour where you can't see anything. We have the best view, the best quality champagne, and the best crowd," he says.

After Monaco, Frankl has the America's Cup Finals in Bermuda and San Francisco Fleet Week to look forward to, among many other dazzling events. However, if his Instagram is anything to go by, the millionaire does occasionally take a moment to relax.



Interested in attending one of his parties? [Check out his events calendar here.](#)
