

# Monaco Maestro

## — The Man Behind My Yacht<sup>®</sup>



Nicholas Frankl, Victoria Silvstedt, H.S.H. Prince Albert II

It is Friday night of the 74th Monaco Grand Prix and blue police lights bounce off the white yacht sterns lined up along Quay Kennedy. "Here's The Boss", says Nicholas Frankl, the half-British, half-Hungarian founder and CEO of My Yacht Group, and host of the evening's charity super yacht reception. "The Boss" is HSH Prince Albert II of Monaco, and as the cavalcade stops in front of the yacht, Frankl strides up the gang plank to greet him. The two shake hands and embrace warmly, the result of a longtime friendship born in the cold environs of the bobsled track, Frankl a three time Olympian (piloting HUN1 for Hungary) to the Prince's five.



The giant screen illuminates My Yacht's Monaco charity reception



A Monaco resident, Frankl's relationship with the Principality pre-dates his days on the ice: as a passionate F1 enthusiast, as well as radio and TV commentator and sometime photographer - much like his father, Andrew, a charming Magyar well-known

in automotive and F1 circles since the 60s - he has been working at or attending Grand Prix globally, and Monaco specifically, for over 25 years. "It's in the blood!", he jokes.

Annabelle & Nicholas Frankl & the Ferretti Group Navetta 28 in Hong Kong







Chateau d'Esclans' Alain Riviere, Sir Stelios, Nicholas Frankl, Orla Murphy

That proximity to what he dubs the "F1 circus", paired with an early focus on marketing and sponsorship (including working directly with the Ferrari and Williams teams back in the late '90s) led to the creation of My Yacht Group, his global events company that curates unique experiences with high net worth guests and select luxury brand partners, primarily aboard superyachts, at some of the world's most interesting and iconic events. The first one took place, of course, during the Monaco Grand Prix. "Our clients expect not only great execution but also a real human



From left to right: Rocky Malhotra, Rekha Mahtani, Nicholas Frankl, Richard Beanland, Stuart Nixon





H.S.H Prince Albert II, Johan Vandenberghe (artist)

connection with like-minded guests. Our guests are bombarded by brands to attend their latest release reception, and it's of less and less interest to them. I am proud to have created a premium yacht hospitality experience that truly does appeal, repeatedly and consistently, to the 'global elite', where our clients and our guests can make meaningful connections on both a professional and personal level."



My Yacht Monaco trackside view aboard M/Y Turquoise

Indeed, the success of flagship My Yacht Monaco (2017 marks year 11 for the floating trackside four-day social and race-viewing event) led Frankl - aided by twin sister, Annabelle "the brains and the beauty of the operation" - to gradually and organically expand the platform, and My Yacht's annual roster of experiences acts as a sort of adjunct to what CNBC's Wealth Reporter Robert Frank refers to as 'the circuit':

"Many of our guests follow the same migratory pattern," says Frankl. They're in Miami for Art Basel, Pebble Beach for the Concours d'Elegance, Monaco for the Grand Prix, and so on.

And I would get texts and emails from guests, people who travel extensively and are not short of invitations! And they would all ask: When are you going to do an event here?"

Nicholas Frankl talks to Bloomberg  
aboard My Yacht Hong Kong





The company now hosts its floating receptions and parties on three continents from Hong Kong to San Francisco, Cannes to Austin, though the latter is its only non-yacht event, a "pop-up" nightclub that debuted along with the USA F1 in 2012. "Knowing how F1's more discerning enthusiasts like to party, we saw an opportunity to create a VIP Monaco-style nightlife experience, and that was the start of My Yacht Club. Both MYC and USA F1 return for a 5th year this October.

Clearly these events don't pay for themselves and a key component of each one is the partners but "not everyone gets it," says Frankl. "If you're a marketing exec who hasn't traveled, isn't familiar with these locations, the type of guests who regularly attend our events, its almost impossible to communicate their uniqueness, the inclusive ambience that we create aboard, in spite of - or likely because of - the exclusiveness of the invitation. And no, they absolutely are not interested in another warm glass of



My Yacht Club's 'Golden Girls'

champagne in your store or dealership or wherever!" Brands who do "get it", many of whom participate at multiple events year after year, include Zurich's Bank Vontobel AG and its USA-based subsidiary Vontobel Swiss Wealth Advisors. The partnership began at Art Basel Miami in support of the firm's investments in the art collector community; six years later it is now the exclusive wealth partner at six My Yacht events including at Art Basel Hong Kong. Plus there's Vacheron Constantin, Perrier-Jouët and its Belle Époque rosé vintages, Château d'Esclans, Davidoff Cigars, Ferretti Group, and more.





Top: Vacheron Constantin showcase

Bottom: Felix Baumgartner, Nicholas Frankl, Julian Lennon







A Wajer tender & M/Y Rockstar - Art Basel Miami reception

Each event attracts an eclectic and highly-curated guest list: from billionaires and business leaders, astronauts and artists, to racing drivers and models, entrepreneurs and philanthropists, Royalty and Heads of State. Which brings us back to Monaco and HSH Prince Albert as he lends his signature to two art pieces, part of the evening's on board auction benefitting his own Prince Albert II Foundation. "We always seek to include a charitable element, and we're honored to count the PA2F as a partner and help raise both funds and awareness" says Frankl.

Several hours later, the former Olympic rivals share a last joke and, as the blue police lights fade away, the man behind My Yacht smiles, another successful evening completed. "It's all about collecting as many amazing memories as you can. And that's always what we're striving to achieve, both in business and in life: Happy guests, happy clients, new personal friendships and business networks that will last a lifetime."



My Yacht returns to host a private dinner and exclusive reception during Monaco Yacht Show, Sept. 27 - 28.

Its new event at San Francisco Fleet Week debuts October 8.

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