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East London Is the New St. Tropez

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While super-yachts usually find port in places like St. Tropez or Corfu during the summer, the Olympics have made for a new hot destination: East London. A record number of the luxury boats have taken up residence in the city for the Games.

The sizzling port scenes in St. Tropez and Corfu have a new competitor in drawing the bold and beautiful this summer: gritty East London.