

Connecting

The World's Most Interesting People®

...My Yacht® Group Distills the Essence of Ultra-Luxury Experiences

by Keith Lutz



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Emerging from a pandemic that saw families separated, human contact limited, global events go virtual, and the freedom to travel curtailed, requests for one-of-a-kind experiences, bucket list adventures, and in-person gatherings with like-minded people are hitting all-time highs. None more so than at the elevated level of HNW or UHNW individuals, whose exacting standards require an expertise honed over many years, by those who understand this breed of clientele.

My Yacht® Group (MYG) brings just that expertise to the table, finely tuned over multiple decades of involvement with luxury and experiences in a broad swath of interests ranging from Formula 1® to art fairs, Hollywood academies to top automotive gatherings, international yacht shows, and more. Creating turnkey hospitality and experiences - aboard superyachts, naturally - for luxury brand partners, their top clients, plus a curated global selection of HNW and UHNW guests, these events provide a unique setting for networking and socializing, as a spokesperson told to *Hills Views & Valleys*.



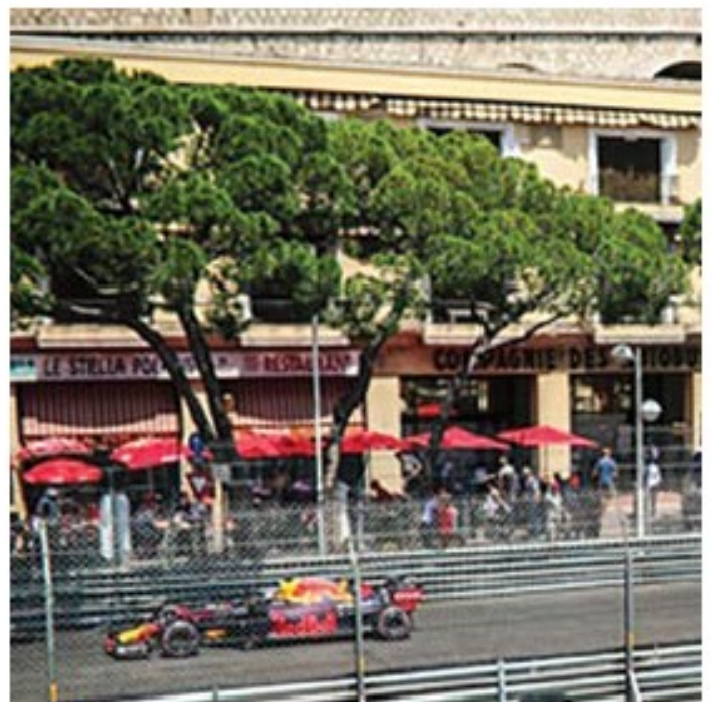
One event - at the Monaco Grand Prix - has seen a meteoric rise in demand, in no small part due to the popularity of "Drive to Survive", the smash-hit Netflix series, now in its fourth season, that dramatically follows the F1* teams and their drivers around the world as they battle for supremacy. While Monaco has long conjured images of glamorous people and hyper cars in the famed Casino Square, the Grand Prix - now in its 79th year - has found a heightened level of interest among the vast numbers of new USA fans clamoring to attend the racing weekend. And none more so than the well-heeled seeking a new and exciting "must have" experience to check off their bucket list. Which is where My Yacht* Group comes in!

"There is no greater experience and 'bucket list' item than watching the Monaco Grand Prix weekend from the stern of our super yacht moored trackside on Quay Kennedy whilst sipping chilled Whispering Angel rosé, as the cars whizz by 50 feet away", says MYG's founder and CEO, Nicholas Frankl. This from someone who has attended, worked, and / or hosted discerning clients at the jewel of the F1 calendar for over 25 years, and for whom Monaco holds a special place.

Says Frankl, "I was running sponsorship for Asprey, the royal jeweler, with the Ferrari F1* team from 96-99, when Michael Schumacher, Eddie Irvine and Jean Todt were with the team and quickly realized that the guests of the team's commercial sponsors (think cigarettes, petroleum, and telecom) were from a totally different socio-economic background than these high-net-worth entrepreneurs, CEOs, Lords, Ladies, music stars, and movie celebrities who were Asprey's clients and guests for the weekend. It was clear that we had to create a sophisticated experience for these like-minded individuals,

with which all our guests were comfortable, so I suggested a VIP yacht at the Monaco F1 GP. We hosted a fabulous evening, and it was a tremendous success!"

And this is the kernel from which MYG grew at a time when the global luxury market was itself expanding. Frankl adds, "Since those early days, as mass luxury has expanded with globalization around the world and true luxury occasions for UHNW guests have diminished with too much clutter trying to reach the 1% and 0.1%, we built on our annual signature My Yacht Monaco weekend experience with the generous support of some extraordinary guests and have organically and annually expanded to more and new events globally."



Typical clients of MYG also share much in common aside from a penchant for the new, novel, and exclusive. This list is filled with global executives, luminaries, and VIPs from various industries, organizations, and even state representatives.

"We connect the world's most interesting people, using a super yacht to elevate the brand and guest experience whilst showcasing the yacht for sale or charter and whilst remaining focused on our category-exclusive, complementary, best in class brand partners' objectives to host and appreciate their top clients whilst also engaging with our own qualified Ultra High Net Worth attendees. And these brands cover a broad range from private Swiss banks like Vontobel, to needle-moving companies like Axiom Space - just named in Time Magazine's top 100 companies of 2022 - to luxury residence-at-sea projects like Njord, to Perrier Jouët, Bvlgari, and more. We concentrate on curating an intimate and friendly environment that enables meaningful relationships to be established."

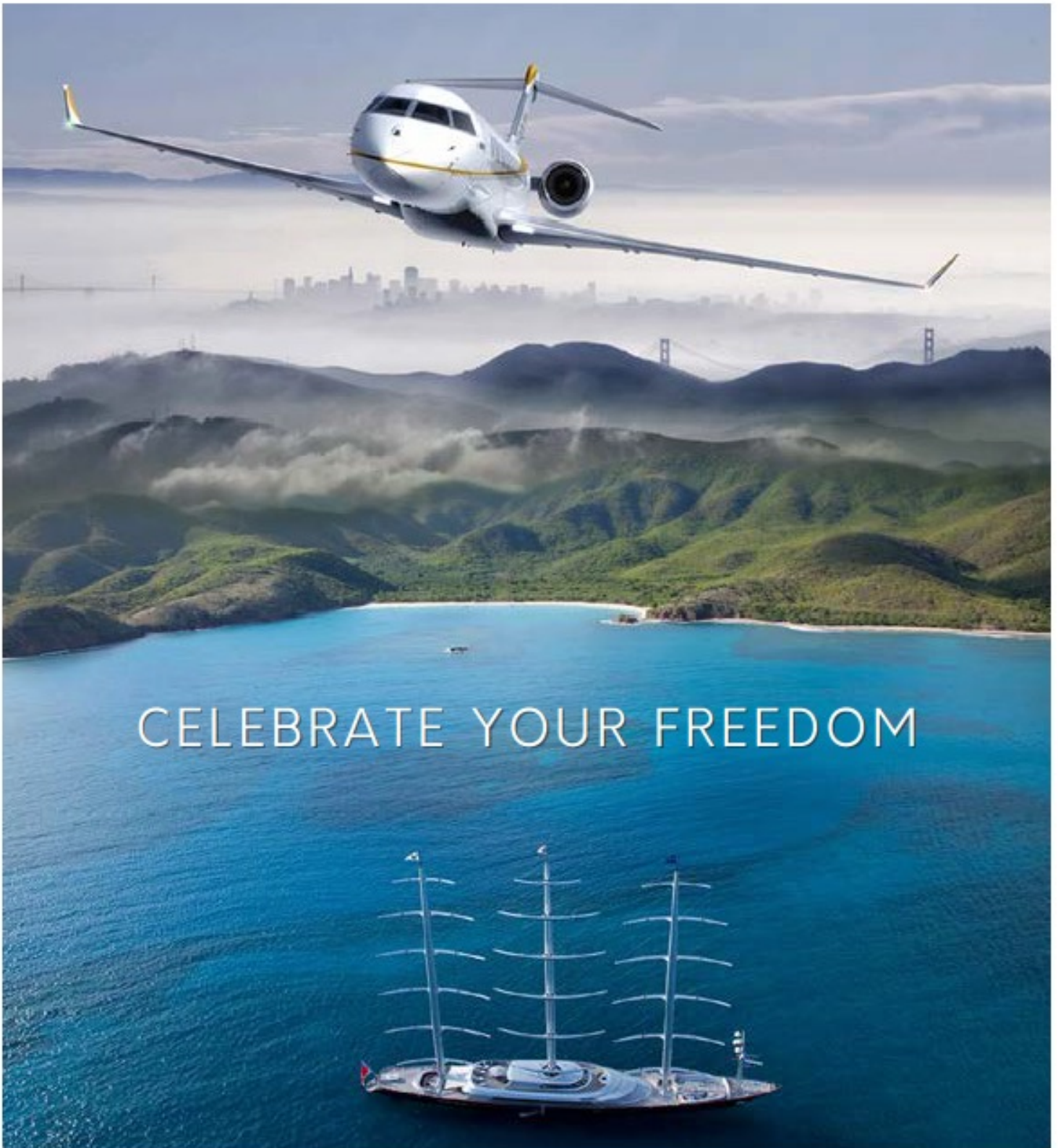
Luxury isn't just about exclusivity, however, as Frankl quickly reminds HVV. There is a huge component of giving back and contributing to the greater good in the community and globally. "We have chosen to align with some wonderful charities in order to help raise both funds and awareness for their causes, through global communication to our guest database, and through donations and silent auctions that have, over the past 15+ years, raised hundreds of thousands of dollars for charities that include-

Prince Albert II of Monaco Foundation, Disabled American Veterans, Operation Healing Forces, Blue Angels Foundation, Brain Tumor Research Campaign, Make-A-Wish, Happy Hearts Fund, White Feather Foundation, American Diabetes Foundation, YachtAid Global, and more."



Like the growth in popularity of F1 racing, MYG's global offerings to clients are always open to expansion: "We are consistently looking to take our events to new places or in concert with other new happenings. It's the inaugural Miami F1 Grand Prix, May 6-8, and we will be there aboard a magnificent 56m / 182ft yacht to host a weekend of receptions and parties. We were the first to host a super yacht reception at the famed Pebble Beach Concours d'Elégance® nine years ago, the first to host one at Art Basel Hong Kong seven years ago, and the first to establish a custom, pop-up nightclub at the USA F1 Grand Prix in Austin a decade ago. My Yacht Club - our only non-yacht event - has been there every year and we'll be back in 2022."

Hills Views & Valleys is thrilled to partner with My Yacht® Group on its present and future superyacht events, and is honored to be included alongside such an esteemed global brand.



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