

## ▪ BOATING ▪

fashion marque jetsetters wanted to flaunt. With 2011 marking its 90th birthday, the company decided to join hands with Riva to create the exclusive, made-to-order Aquariva to mark its anniversary celebrations.

Gucci creative director Frida Giannini infused elements of Gucci's signature style without changing the original Aquariva's soul. Explains Zecchin, "Respecting the DNA of the inaugural project created by Officina Italiana Design [the boat design studio that has been Riva's exclusive designer for more than 20 years] was paramount to Gucci's design for Aquariva." Says Mauro Micheli of Officina Italiana Design, "Our relationship with Frida Giannini has been fantastic. We shared our ideas in very few and short meetings!"

The result of those brief brainstorming sessions is a chic and sophisticated 33-foot vessel that is a celebration of the famed 1950s' era of La Dolce Vita—"a time when Italian style, glamour and a joie de vivre defined an attitude and a lifestyle". The yacht features a fibreglass hull and detailing that is painted in Gucci's trademark glossy white. A green-red-green web detailing also runs around the floating line. There is a green crystal windshield and waterproof fabric with the iconic Guccissima print covering

the seats and sundeck. "[Giannini] has respected Riva's peculiarities, such as the use of mahogany with classic varnish as signature material for the cockpit, walking decks and awning cover hatch," adds Micheli. She has also designed a range of Riva by Gucci fashion accessories for passengers desiring sartorial coordination.

The haute design is complemented by performance. The yacht is fitted with a two-speed electronic gear and two 380 hp Yanmar engines that provide a top speed of 41 knots and an impressive 150-mile range at cruising speed.

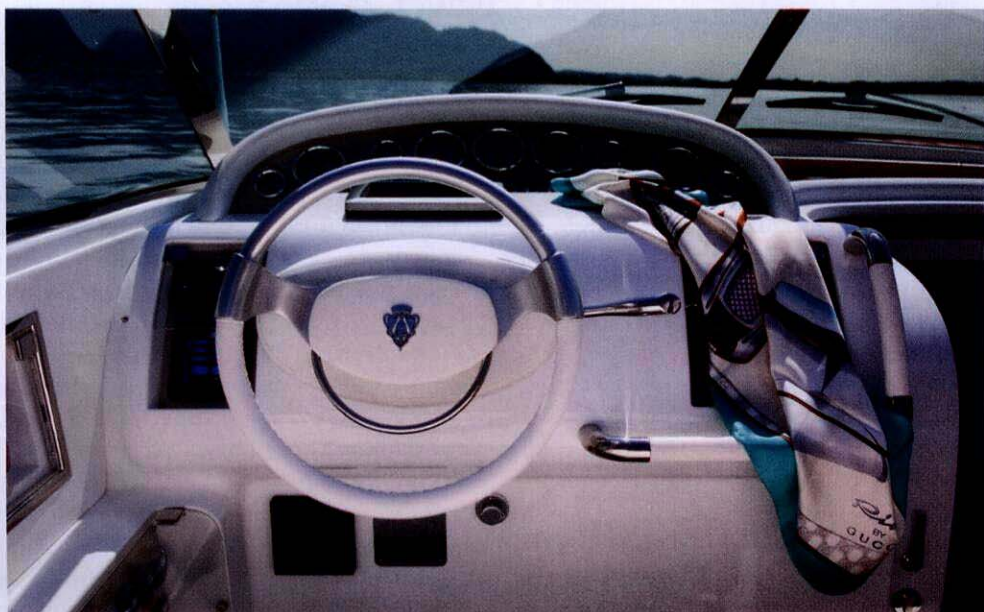
This mighty dose of La Dolce Vita is now available in India. Says Zecchin, "The profile of the potential Indian client is very high and qualified, because [they are] very close to the philosophy of luxury and quality for which our Group is internationally renowned. The boat has raised great interest."

Enthusiasts will have to wait up to six months to receive their custom-made vessel, which costs about ₹5 crore (inclusive of duty; estimated landed cost ex-Mumbai). The accessories are available from Gucci upon request.

—GIRIJA DUGGAL



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*A range of specially-designed 'Riva by Gucci' accessories complements the yacht (top); A green crystal windshield and Gucci's trademark glossy white are among Aquariva by Gucci's standout features (above).*