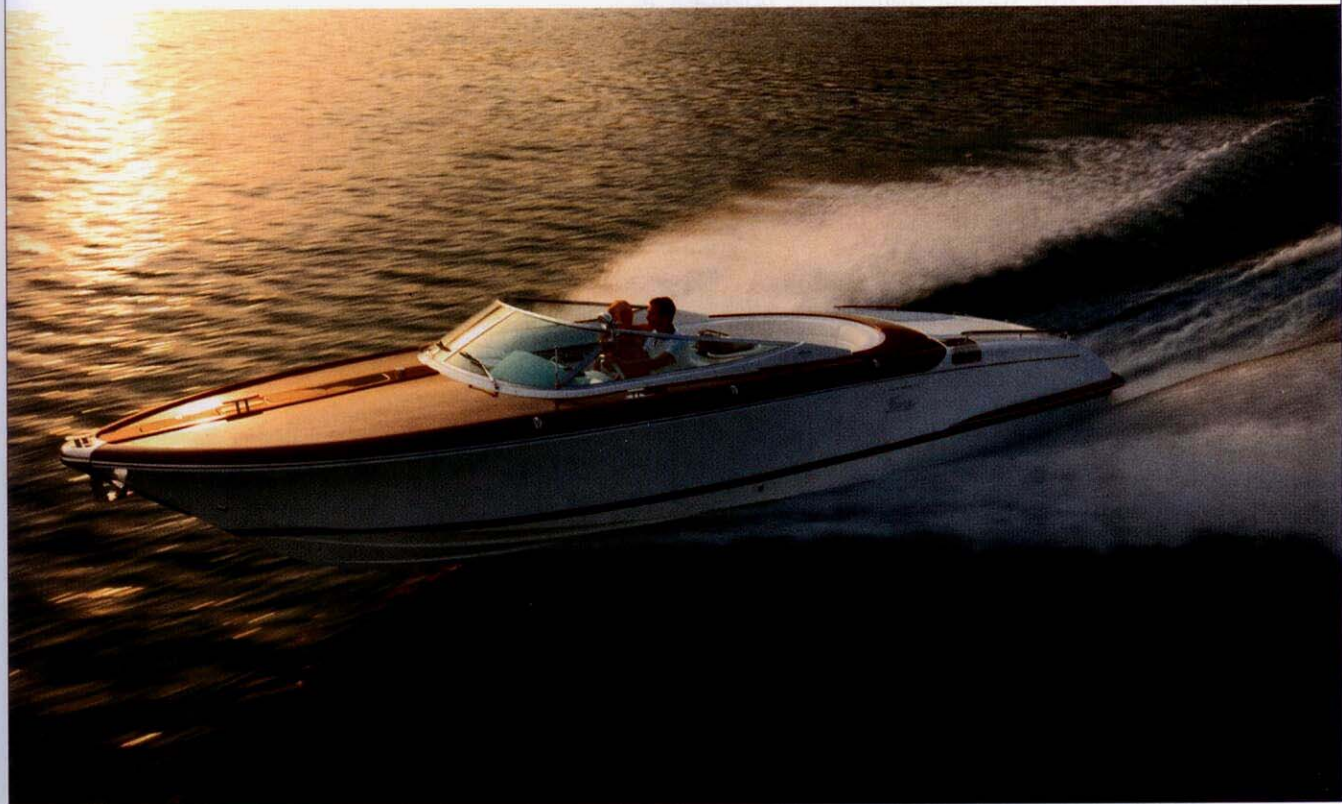


# La Dolce Riva

*The latest Aquariva in India sports a touch of Gucci's aesthetic.*



REINTERPRETING A CLASSIC is an exercise fraught with peril—the danger of slipping into mediocrity or, worse, blighting the essence of the original is a palpable possibility. But when two top Italian marques of luxury living came together to redesign a popular yacht, the result was a creation that beautifully complemented each company's aesthetic sensibilities and raised a toast to the era of La Dolce Vita. The two marques were Riva and Gucci, and the vessel in question was the Aquariva—a yacht that has enjoyed something of an exalted reputation since its 2000 debut. The result of the collaboration is called, simply, Aquariva by Gucci. This exclusive creation was unveiled at the Festival International de la Plaisance in Cannes in September 2010. In March this year, the ₹5 crore vessel jetted into Indian waters courtesy Mumbai-based leisure boating company Marine Solutions.

“As soon as we got in contact with Gucci, we started thinking of this possible cooperation,” says Giuseppe Zecchin, Asia Pacific head of the Ferretti Group, which

owns the Riva brand. “We all agreed on the fact that Riva and Gucci are two brands that have a lot in common—they are both Italian; top in their sector; and they are two of Italy's most renowned design houses. In their respective sectors...[each has] a tradition of excellence in design and craftsmanship that has led to international notoriety.”

Riva was founded in 1842 in the North Italian town of Sarnico by a young carpenter named Pietro Riva. Pietro gained a favourable reputation by skillfully repairing weather-damaged boats and soon set up his own shipyard. From his first commission for a “fishing boat and Comacine type rowing boat”, Riva quickly became known for craftsmanship and technical superiority. By the time the 1950s rolled around, Riva boats had achieved a celebrity persona, boasting Hollywood stars and royal figures as patrons.

Gucci boasts a similarly meteoric rise. It was established in 1921 in Florence as a leather goods company and small luggage store by Guccio Gucci, and it went on to be the

*The made-to-order Aquariva by Gucci coincides with Italian fashion marque Gucci's 90th anniversary celebrations this year.*