

Italian Sea Group at latest Monaco Yacht Show



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This year the Monaco Yacht Show was another successful event for The Italian Sea Group. The Group was present at the show with two different brands: Admiral Sail, displaying the Silent 76 'Gigreca', and the debutant Franck Muller Yachts, showing the all new FMY 55 Open. During the show the Silent 76 was also assigned with the prize 'Best of the Best' for semi custom yachts, issued by the American magazine Robb Report.

Despite not showing any superyacht this year (5 launches of superyachts from 38m to 55m in length are scheduled in 2016) and being the Superyacht Admiral 'NONO' 37m on her way to Fort Lauderdale in order to attend the show in November, the Group did a good show of itself and the Franck Muller Yacht has certainly been one of the most admired yachts although she is only 16 meter long.

The FMY 55 is only the starting point of a new, advanced and innovative brand, which features a fleet going up to 108 feet and with three further yachts under contraction at the Italian Sea Group's facilities in Marina di Carrara.

In order to make a proper introduction for the new Franck Muller Yachts brand to the industry and to the clients The Italian Sea Group, together with Franck Muller Geneve, hosted a great event which took place in a private villa in Cap d'Ail; during the event the FMY 55 did a good show of herself, appearing all of a sudden just in front of almost 300 guests attending the event and surrounded by light games and music. The night went ahead with dinner, concert and dancing for all the attendees.

The Monaco Yacht Show was also the occasion for the yard to announce the sale of the new Admiral Sail – Wave 38 meter; designed by Philippe Briand Ltd, this is an exciting addition to the promising sail division, which will certainly bring the sailing side of Admiral to a further step. Again during the show, a joint central agency with Camper & Nicholsons and Northrop & Johnson has been announced with regards to the whole Wave Series, featuring sailing superyachts from 38 to 60 meter.

At the moment The Italian Sea Group is building 8 superyachts from 38 to 75 meter plus several Franck Muller Yachts ranging from 16m.

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