

ADVERTISING

Mercedes, Bombardier, Officine Panerai join yachts at Dubai Boat Show

March 4, 2015



Dubai

By NANCY BUCKLEY

Dubai International Boat Show is kicking off this week with the showcase of several top yacht builders, but will also feature several other brands such as Mercedes-Benz, Bombardier, Officine Panerai and Emirates.

Sign up now

Luxury Daily

Participating in events that are not industry-related will give brands a chance to reach affluent consumers. Luxury brands are aware of the type of individuals visiting yachting events and likely look to attract the ultra-high-net consumers who are visiting to Dubai to browse the latest models of yachts.

"You can probably limit the number of environments where the super wealthy can be found," said Rob Frankel, branding expert at marketing consultancy firm **Frankel & Anderson**, Los Angeles. "Some are in New York town houses, some are in lavish estates and the rest are in yachts."

I'm on a boat

Feadship Royal Dutch Shipyards, Lurssen, Fincantieri and Heesen are among the superyacht brands that will be present at the show.

The official Majilis sponsor will be Feadship, welcoming VIP guests into a floating chalet in the marina that will provide an environment for business deals among brands and clients. An exclusive VVIP program will target more than 5,000 high-net-worth individuals to negotiate business in a lounge area.



Feadship Facebook post

Dubai-based Emirates is the official airline partner will likely catch the attention of wealthy consumers. Private aviator Bombardier is a supporting partners as well.

Richmont-owned watchmaker Officine Panerai is another supporting partner likely looking to connect with consumers who may be traveling to Hong Kong as it just reopened its boutique in the city.

German automaker Mercedes-Benz is the official car of the Dubai International Boat Show, but other luxury automakers will also be present at the supercar promenade. For example, automakers Zenco, Streit, W Motors, Bentley Motors and McLaren will all present along the promenade.



Lurssen at Dubai Boat Show

Quintessentially Lifestyle is the official concierge partner, offering guests options for entertainment, meals and attractions while in Dubai.

In 2014, 26,000 guests attended the Dubai International Boat Show and this year more than 430 yachts and leisure crafts from around the world will be in the marina for visitors to peruse.

Boats, boats, boats

Other events have drawn attention from non-industry brands to attract the affluent consumer attending the event.

For example, brokerage firm Christie's International Real Estate is extending its sponsorship of Art Wynwood in Miami this winter to present its luxury property options to art enthusiasts.

This will be the third consecutive year Christie's will be the official luxury real estate partner at the event Feb. 13-17, which is considered the sister fair to Art Miami. Maintaining a presence in South Florida in mid-February allows Christie's International Real Estate to be present at the same time as Yacht & Brokerage Show and form a better relationship with the art community as well as expand its presence in Miami, a city with many luxury real estate locations ([see story](#)).

Attending shows and events allow brands to gain recognition among affluent consumers.

"A yacht show is the backdrop, you would not be there unless you were wealthy or you were a wealthy wannabe," Mr. Frankel said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/gjTljejGrWw>

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.