

IN-STORE

Miami furthers city as affluent haven with super yacht marina

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Mandarin Oriental, Miami

By STAFF REPORTS

Miami has recently seen an influx of luxury brands opening boutiques as the city rebrands itself as a true luxury hub.

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Now, Miami is continuing its development to cater to affluent residents and guests with the upcoming opening of the Deep Harbour at Island Gardens marina. Set to open in December, the marina will help Miami to position itself as the newest super yachting capital in the world.

Welcome to Miami

Deep Harbour's scheduled opening aligns with the annual Art Basel fair, which drives luxury brands and affluent consumers to the city each year to participate in events and branding opportunities.

The new marina will also be the only yachting space designed exclusively for vessels up to 550-feet long. This high-capacity marina option will increase the number of ultra-affluents who wish to visit Miami by yacht throughout the year, whereas in the past they may have been limited to a smaller vessel or traveling by plane.

Deep Harbour will also offer full service amenities including in-slip fueling and a marina lounge. The marina will offer services to provide customs and immigration clearance for travelers coming from international destinations.



Computer rendering of Deep Harbour at Island Gardens

Additionally, the marina will also serve as the future home of Superyacht Miami, a boutique show by Show Management designed specifically for super yachts.

For guests who would like additional hospitality options, Deep Harbour will be complemented by two luxury hotels with hotel-serviced and branded living. The area will also include a selection of bricks-and-mortar boutiques, restaurants and water taxi service for around Miami and its beaches.

Yachting is the epitome of luxury and has inspired brands to create services fitting of this lifestyle.

For instance, marketplace Farfetch is making it easy for consumers to shop on-the-go with a new service that will deliver purchases to travelers enjoying the summer on yachts.

Farfetch & Away allows consumers who are sailing the Mediterranean to have their purchases delivered directly to the marina at the nearest port city in Italy, France, Spain and Greece. Providing unique services for affluent consumers will help Farfetch appeal to this unique demographic ([see story](#)).

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