

MOBILE

Immidia brings on-demand luxury and yachting to affluent clientele

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Immidia app

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New luxury travel company Immidia is launching its app with a promise to be Uber for yachts.

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Immidia will allow consumers to hail a yacht to charter for private use, with delivery promised in no more than a couple hours. The new digital economy has encouraged a consumer mindset based around immediately fulfilling wants and needs, and the app represents a further step in the direction of on-demand luxury.

"Luxury shoppers expect a luxury shopping experience," said Shuli Lowy, marketing director of mobile at **Ping Mobile**, New York. "That experience spans not only across the human-to-human interactions but within the digital experience as well.

"Savvy entrepreneurs understand that providing a seamless mobile experience can provide as a substantial value proposition to commerce."

21st century service

CEO of Immidia Christophe Chauvin is the former general manager of Hotel Byblos in Saint-Tropez. His new company aims to revolutionize the meaning of luxury lifestyle through on demand servicing.

Immidia intro video

The app will first be available in The French Riviera, Miami, Saint-Barthlemy and Dubai, United Arab Emirates.

Users first select how long they need a yacht, input departure and arrival locations and then select from available yachts before confirming.

Users can also browse by best rates, and the specifications, equipment, accommodation and amenities of each yacht are available from the app, along with a selection of photos. Moreover, users can also select from a list of food and drink, ranging from fruit juices and sodas to sandwiches, cheesecakes and specialty items.

Further enhancing the great service, Immidia is equipped with a personal assistant, and a limousine will pick up the party when the yacht arrives.

Immidia's process is showcased in a demonstration video.

Immidia - Future of Luxury

The TerraMar Project, an environmentalist nonprofit dedicated to the protection of the world's oceans, is a partner with Immedia. Environmentalism has evolved from a niche interest to an enormous trend and, among younger consumers, to a necessary consideration in everyday life, making the partnership a good fit.

Like Uber and Airbnb, Immedia, another on-demand sharing service, will likely catch on with younger consumers first, and they may be wealthy but shy of UHNW status. As a result, environmentalism will likely be higher on the list of concerns of Immedia's prospective users.

Although details are not yet known, Immedia plans to expand its services to include on-demand access to private jets, automobiles and luxury villas. The overall stated goal is to provide the "French luxury lifestyle," which Mr. Chauvin explains as being focused on human relationships, to the new on-demand luxury economy.

"It is important to note that launching a new service such as Immedia's requires a strong marketing backbone," Ms. Lowy said. "The app market has become saturated to the point that a user experience needs to be coupled with thoughtful marketing in order to succeed."

New mobility

On-demand mobility has emerged as high-priority service for luxury brands, who are eager to capitalize on the trend for immediate fulfillment that tech advances have created.

For example, German automaker Audi is expanding its boundaries with a new mobility service.

"Audi At Home" allows a resident of LUMINA condominiums in San Francisco and Four Seasons Residences in Miami reserve and drive a vehicle from Audi's line at her convenience. The initiative shows that Audi is a mobility service brand in addition to an automaker ([see story](#)).

For Immedia, Miami is a good place to begin offering its services, as the city is currently positioning itself as a luxury hub with yachting as one of its centerpieces.

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

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, opened this January. Now fully operational and accepting daily, monthly, seasonal and annual leases, the marina will help Miami to position itself as the newest super yachting capital in the world ([see story](#)).

"Many credit Uber's rise to power with its ability to provide a dramatically better user experience to both cab drivers and participants," Ms. Lowy said. "Immedia can similarly gain a competitive advantage by offering ease of use to yacht travelers.

"The immediacy of the portal also creates an opportunity to expand yacht based travel and expand the yacht market base," she said. "Consumers who may have previously avoided booking a yacht because of the barriers to finding one when and where they needed it as well as having to book it so far in advance may now find themselves more willing to travel on yachts."