

TRAVEL AND HOSPITALITY

Quintessentially Lifestyle super yacht to anchor at world's finest events, locations

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Rendering of the Quintessentially One super yacht

By JEN KING

Luxury concierge service provider Quintessentially Lifestyle is setting sail on its own floating members' club, the Quintessentially One super yacht.

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When complete is 2019, the Quintessentially One will be the world's largest super yacht ever built. Unlike traditional cruising, where guests disembark to explore a location, Quintessentially One will dock at the world's most elite locations and people will become more interested in coming aboard.

"At Quintessentially, we operate a high-touch service, and ensure that we make our members' lives as streamlined, comfortable and easy as possible," said Aaron Simpson, co-founder of [Quintessentially Lifestyle](#), London.

"We already have very close and personal relationships with our members, and know exactly what it is they want, so it makes sense for us to be able to provide this service on top of everything else we already offer to them," he said.

Docking for luxury

Quintessentially Lifestyle's super yacht will clock in at 720 feet, 131 feet longer than Azzam, the world's largest privately owned vessel.

Expected to take its first voyage in 2019-2020, production of the super yacht cost \$264 million. According to Travel + Leisure, some of the capital needed for construction was fronted by five millionaire friends, who in return will have personal suites aboard the yacht.

The lifestyle concierge service plans to continuously sail around the world to ensure that it is docked at select high-profile events frequented by international elite.



Beach club area aboard the Quintessentially One super yacht, computer rendering

Quintessentially Lifestyle plans to dock the boat at events such as the Monaco Grand Prix, the Cannes Film Festival, the Rio Festival and Cuba, an increasingly popular tourist destination among affluent U.S. travelers ([see story](#)) as well as 5-star hotel development, such as The Gran Hotel Kempinski Manzana La Habana, scheduled to open this coming spring.

Essentially creating a "seaborne private members club," when the Quintessentially One docks, members and passersby alike will want to spend time exploring the vessel and taking advantage of its onboard perks.

The super yacht's social calendar will include exclusive parties and performances by world-class entertainers as well as onboard amenities such as dining and hotel accommodations. Nightly rates will start at approximately \$2,500.



Guest room aboard the Quintessentially One super yacht, computer rendering

Quintessentially One will offer 12 residential suites and 112 guest rooms in its boutique-style hotel. Guests will also have access to a library, spa, gym, marina, beach area, shopping, a bar and nightclub, according to Travel + Leisure.

Quintessentially Lifestyle has been providing its members with services such as specialist advice, exclusive benefits and assistance in a variety of areas since it was founded in 2000. Membership costs approximately \$19,000 per year.

Setting sail

Breaking into the super yacht category was a smart move by Quintessentially as the sailing category has seen significant growth in the past decade.

According to Fondazione Altagamma, new order sales for super yachts have increased by 7.5 percent since 2003.

Also, super yachts have seen a value of 8.7 billion euro, or \$9.7 billion at current exchange, in 2016, amounting to 295 yachts and Italy being labeled as the largest manufacturer worldwide ([see story](#)).

At a smaller scale, luxury automakers have tried their hand at bringing driving know-how to the nautical realm.

British automaker Aston Martin made its official entry into the water with the unveiling of its first powerboat at the Monaco Yacht Show in September.

Developed in partnership with Quintessence Yachts, the AM37 combines the knowledge of Aston Martin's craftsmen with the boat maker's engineering. Aston Martin has been branching out into new product categories through collaborations as it looks to build a full lifestyle around its brand ([see story](#)).

"Quintessentially One will be impeccable once finished, offering the very best service and with every luxury imaginable - it's taken years and years of designing and planning from the most talented creatives in the world," Mr. Simpson said.

"It's already proving to be incredibly popular, and it hasn't even been built yet," he said. "Our existing services are unrivaled and highly respected globally, and the building of this boat will only enhance this."

2 thoughts on “Quintessentially Lifestyle super yacht to anchor at world’s finest events, locations”

1. Agata says:

February 21, 2017 at 10:35 am

Just a very particular passenger ship!

2. Concierge Mykonos says:

May 3, 2017 at 6:56 pm

This will be the world’s largest superyacht, and only with invitations.

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