

TRAVEL AND HOSPITALITY

Riva sails into Venice Film Festival to provide hands-on brand experience

August 31, 2017



Riva at the 74th Venice International Film Festival. Image courtesy of Riva

By STAFF REPORTS

Italian yacht maker Riva is appealing to entertainment's elite through activations at the 74th Venice International Film Festival.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

For the duration of the festival, running from Aug. 30 to Sept. 9, the Ferretti Group-owned brand is hosting a pop-up lounge at Hotel Excelsior's Sala Tropicana 1, which will serve as both a meeting place and a venue for a series of events. Film festivals provide an influx of celebrities and affluent attendees, providing luxury brands with the chance to engage with a bevy of potential clientele.

Art awareness

Riva is partnering with Fondazione Ente dello Spettacolo, Italy's national foundation for the performing arts. FEDS will be hosting a full calendar of events throughout the festival in the Riva Lounge.

The space within the five-star hotel will be open to VIPs, guests, directors and actors, providing a spot to relax or take interviews.

Giving guests a firsthand experience of the Riva brand, a portion of the furnishings will be exclusive dcor created by the ship builder, allowing it to showcase its artisan craftsmanship.

Decorating the lounge will also be accessories from the Riva Boutique collection. Riva will be gifting some of these one-of-a-kind items to VIPs so they can take home a piece of its brand.

Throughout the festival, Riva will also be hosting complimentary boat trips on its Aquariva vessel. The speedboat includes an homage to Old Hollywood, with a sun pad on the ship that is a replica of the one Brigitte Bardot and Sophia Loren were seen lounging on in earlier years.



Riva's Aquariva Super boat. Image credit: Riva

For the first time this year, Glashtte was the principal partner of the Berlin International Film Festival. For the 67th edition of the festival, Glashtte had an increased presence, enabling it to make an impact on both movie fans and those within the film industry.

During the festival, which opened Feb. 9, Glashtte has been the host of the Golden Bear Lounge on the first floor of the Grand Hyatt in Berlin. Positioned nearby to the red carpet, the exclusive lounge is used as a meeting place for talks, interviews and receptions ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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