

APPAREL AND ACCESSORIES

## Armani debuts new superyacht design

February 14, 2023



*A laser mapping of the yacht was revealed to guests at a special event on Feb. 11. Image credit: Giorgio Armani*

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Giorgio Armani** is entering new waters, having given guests of a private event a first glimpse of its new megayacht.

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The 236-foot vessel was designed by Mr. Armani himself, in collaboration with the Admiral Style Center and yachting firm The Italian Sea Group. Alongside a presentation for the yacht, which featured laser mapping, guests received an exclusive walkthrough of the brand's spring/summer 2023 collections.

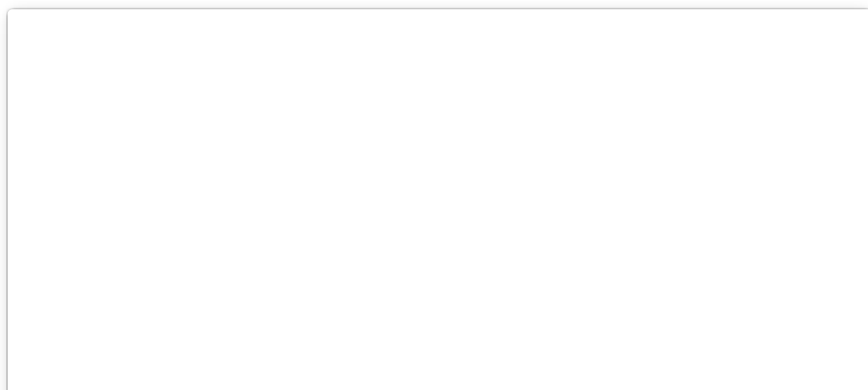
### New depths

The ship's design was previewed at the Italian Sea Group's headquarters in Marina di Carrara, Italy, during a special event cohosted by Italian Sea Group president and CEO Giovanni Constantino on Feb. 11.

Under construction since 2020, The Admiral is set to debut in 2024 and will stand as one of two yachts to come of this collaboration.

The event was attended by 650 guests and included a three-Michelin star dinner and several live musical performances.

According to digital renderings, the yacht will be decorated in a minimalist style, with a mix of bold and gentle colors and hand-crafted accents.



[View this post on Instagram](#)

A post shared by Giorgio Armani (@giorgioarmani)

The exterior of the craft will be a mix of large sharp patterns and softer, rounder shapes. The yacht will also feature glazed openings at maximum height, creating the effect of a continuum involving surrounding elements.

The Italian Sea Group previously partnered with Italian automaker Lamborghini for the limited-edition "Tecnomar for Lamborghini 63" motor yacht, a model was inspired by its Sin FKP 37 vehicle. The "63" pays homage to the year of the brand's founding ([see story](#)).

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