

TRAVEL AND HOSPITALITY

## Ferretti Group, Fornasetti partner for yacht redesign project

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*Italian decorative arts firm  
Fornasetti*

*is teaming up with the luxury boat builder on a series of interior design projects. Image credit: Ferretti Group*

By LUXURY DAILY NEWS SERVICE

Italian yacht manufacturer **Ferretti Group** is making a splash with a new collaboration.

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Italian decorative arts firm **Fornasetti** is teaming up with the luxury boat builder on a series of interior design projects, transforming Ferretti's Riva and Custom Line yachts in the process. The partnership, which aims to uplift a "Made in Italy" mindset by leaning into the historic glamour of the pair's home nation, will unveil further updates in the coming months.

Setting sail

Ferretti Group's one-of-one vessels are set to be enhanced by Fornasetti's made-to-measure creations, marking the latter company's first foray into marine markets.

One of the values that best defines the identity of both Ferretti Group and [@FORNASETTIofcl](#) is their Made in Italy culture, which translates into a commitment to offering prestige products that combine typically Italian elegance, top quality craftsmanship and attention to detail.

[pic.twitter.com/it8kGPE0Ak](https://pic.twitter.com/it8kGPE0Ak)

Ferretti Group (@FerrettiGroup) [July 19, 2023](#)

The boating company's Riva Line, formed in 1842 and purchased in 2000, combines Old World luxury with the golden era of the 1960s, the decade in which Ferretti began, whereas the Custom Line of boats brings in a contemporary touch, focusing on bespoke, technologically-advanced super yachts.

Fornasetti will start with the inside of a private room located in Riva's La Spezia shipyard, adding exclusive furniture

and accessories to the space, in a move that fuses each player's respective specialties.

More creations are to be revealed by early autumn of this year, according to a statement from both brands.

The sea operator is no stranger to luxury, having collaborated with a number of maisons in the sector.

In 2021, the company linked up with French fashion house Louis Vuitton, releasing apparel adorned with Renaissance-inspired emblems in a nod to the creative mecca of Florence. Similar to its latest launch, Fornasetti's heritage informed the resulting line ([see story](#)).

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