

HOME FURNISHINGS

Frette activates during 2024 Monaco Yacht Show

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The brand has redesigned the interior of a 143-foot luxury ship, showcasing the project at this year's Monaco Yacht Week. Image courtesy of Frette

By LUXURY DAILY NEWS SERVICE

Italian linens label **Frette** has taken to the French Riviera to call attention to craftsmanship.

Two presentations from the brand are now live at this year's Monaco Yacht Show, headlined by the interior redesign of a 143-foot luxury ship and a separate underwater-themed art installation at the Hotel de Paris. Each activation will run through Sept. 28, 2024.

Frette x Monaco Yacht Show 2024

The interior of M/Y Frette, designed exclusively by the company, prioritizes high-caliber craftsmanship. Now featuring the brand's new Bespoke Collection, the vessel was constructed by Italy's Palumbo Superyachts.

A private dinner hosted by Michelin-starred chef Andrea Sarri celebrated the debut, attended by key figures from the design and hospitality sectors ([see story](#)).



The vessel was constructed by Italy's Palumbo Superyachts. Image courtesy of Frette

Superyacht aside, Frette's Hotel de Paris patio exhibition opened on Sept. 25. Inspired by marine life, it depicts a "scenographic choreography of life in the sea."

The display also houses Technogym's Skill Row, a simulation of the rowing experience that "delivers the sensation of movement on water," importing the piece of equipment from Paris 2024's Olympic Village.



M/Y Frette features the brand's new Bespoke Collection. Image courtesy of Frette

Over the course of 160 years, Frette Bespoke has completed commissions for the altar of St. Peter's Basilica and the dining car of the Orient Express, as well as more than 500 European royal families.

Frette applies the bespoke approach on a retail level via options such as custom monogramming and design services, which are available in-store, by phone and online.