


WATER BABE

Aquariva by Gucci: if you've got it, flaunt it



2011 is a big year for Italian brand Gucci, which celebrates its 90th anniversary in the luxury industry, and no project could look and feel better or more stylish than the initiative they're launching with upscale Italian boatmaker Riva, whose craft are as cool as anything that hits the waves. In collaboration with Officina Italiana Design - the design company which created the original Aquariva in 2000 - Riva and Gucci are parading the exclusive made-to-order "Aquariva by Gucci", a model customised by Gucci Creative Director Frida Giannini, at boat shows around the world this year; cue arrivals by Riva sure to walk on the water.



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In keeping with the glamour and sophistication of their product, Riva and Gucci unveiled the boat at last September's Cannes Boat Show, then at Milan Fashion week. So far, a show boat has made one stop at the elegant Millionaire Fair in Amsterdam last December and looks set to start making waves elsewhere.

The collaboration between two of Italy's most renowned design houses seems a natural, evoking as it does the era of *La Dolce Vita*, when joie de vivre, glamour and elegance defined an attitude and decanted a lifestyle. In their respective sectors, Gucci and Riva have similar stories, each with a tradition of excellence in design and craftsmanship that has led to international notoriety.

For Riva the values behind its

almost 170-year success story were established at its birth in 1842 on Lake Iseo in northern Italy, where tradition and innovation combine to create maritime gems that besport pure Italian elegance and allure thanks to artisan workmanship and attention to detail. For more than 20 years Riva's design has been entrusted to the creative inspiration of Officina Italiana Design, which under the direction of Mauro Micheli and Sergio Beretta, focuses on the definition of Riva style.

Founded by Guccio Gucci in Florence in 1921, and now overseen by the glamorous Giannini, Gucci continues to infuse its remarkable heritage with a contemporary fashion vision providing a unique combination of past and present.

"Over the decades the iconic Riva boat has become without doubt one of the most evocative images of Italian style, sophistication and elegance," she says. "It is a symbol of a glamorous lifestyle that sparks fond memories of *La Dolce Vita* - a golden age when both Gucci and Riva attracted an enthusiastic following among the international jet set. It is therefore especially meaningful in Gucci's 90th anniversary year to be able to recognise and celebrate the great traditions and values of both Gucci and Riva."

Norberto Ferretti, Chairman of the Ferretti Group which owns Riva says, "The Aquariva bears outstanding witness to Riva's natural evolution from past to present in the sphere of boat styling, through an elegance and deli-

cacy of line that in a span of 33 feet holds the same attention to detail and love of tradition inspiring the Forever Now spirit of Gucci. I can't wait to see this Aquariva by Gucci in the water."

Micheli, Chief Designer of Officina Italiana Design, says: "We had to absorb Riva history to create Aquariva, and propose a product which would go beyond the legendary Aquarama, the best-known nautical icon in the world. In Aquariva, cutting-edge technologies have respected and maintained the charm, softness and clean lines of the shapes which are typical to Riva. If Aquarama has always been an icon, Aquariva is becoming one, and Frida Giannini's enthusiasm for this model confirms this."

Simply Guccissima. - BEN BERG



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