

# CLASSIC DRIVER

## Aquariva by Gucci



**“Over the decades, the iconic Riva boat has become without doubt one of the most evocative images of Italian style, sophistication and elegance.” So says Gucci’s Creative Director, Frida Giannini, announcing the new, made-to-order ‘Aquariva by Gucci’ which was unveiled at the International Cannes Boat Show on 7 September.**

This is a model customised by **Giannini** herself, as part of the celebrations of **Gucci’s** 90th anniversary in 2011. “The **Riva** boat 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,” she continues.

The exclusive new boat has come about thanks to a collaboration between **Gucci**, **Riva** and **Officina Italiana Design**, the company which created the original **Aquariva** in 2000.



The DNA of the original project, we’re assured, has been respected. The boat’s glassfibre hull and detailing, painted in Gucci’s own hue of glossy white, contrasts with **Riva’s** signature use of mahogany, boasting a classic varnish finish – 20 coats in all, 10 by brushing, 10 by spraying – for the cockpit and walking decks.

The waterproof fabric of the seats and sundeck features **Guccissima** print, while the bed upholstery is in **Gucci** white cotton. **Gucci’s** green-red-green web detailing edges the floating line, complementing the green crystal windshield, while the boat is also customised with a series of **Riva by Gucci** accessories.

Powered by two 380-horsepower **Yanmar** engines, the **Aquariva by Gucci** promises a maximum speed of 41 knots and a 150-mile range at cruising speed. Following its unveiling in **Cannes**, there will be a special presentation on **22 September**, the opening day of **Milan Fashion Week**. A show boat will then travel the world, visiting prestigious boat shows throughout 2011.

The **Aquariva by Gucci** is available exclusively on a made-to-order basis through Riva’s dealer network.

*Text: Charis Whitcombe*

*Photos: Riva*

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