



GUCCI AND RIVA ANNOUNCE EXCLUSIVE MADE TO ORDER YACHT: AQUARIVA BY GUCCI A NEW MADE IN ITALY ICON IS BORN

September 8th 2010 – Gucci and Riva, in collaboration with Officina Italiana Design, the design company which created the original Aquariva in 2000, are proud to unveil the exclusive made to order “Aquariva by Gucci”, a model customized by Gucci Creative Director Frida Giannini. This initiative will be one of the activities marking Gucci’s 90th anniversary year in 2011.

This unique collaboration between two of Italy’s most renowned design houses celebrates the era of La Dolce Vita, when a joie de vivre, glamour and elegance defined an attitude and 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.

Founded by Guccio Gucci in Florence in 1921, Gucci won ever greater attention and acclaim for the exquisite craftsmanship and eternal appeal of its products. Now, 90 years on, under the creative direction of Frida Giannini, the House continues to infuse its remarkable heritage with a contemporary fashion vision providing a unique combination of past and present.

Likewise, for Riva the values behind its almost 170-year success story were established at its birth in 1842 on Lake Iseo in northern Italy. Tradition and innovation combine to create authentic maritime gems that are an expression of pure Italian elegance and allure thanks to artisan workmanship and attention to detail, employing only the finest materials. For more than twenty 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 exclusively on the definition of the Riva style.

Frida Giannini, Gucci Creative Director, said, “Over the decades the iconic Riva boat has become without doubt one of the most evocative images of Italian style, sophistication and elegance. 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 through the Aquariva by Gucci.”

Norberto Ferretti, Chairman of the Ferretti Group which Riva is part of, commented, “The Aquariva bears outstanding witness to Riva’s natural evolution from past to present in the sphere of boat styling, through an elegance and delicacy 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, a project that perfectly represents the balance between tradition and modernity, destined to become a symbol of Italian style and craftsmanship.”

Mauro Micheli, Chief Designer of Officina Italiana Design added, “We had to absorb Riva history to create Aquariva, but also forget it in a certain sense, in order to propose a contemporary 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 perhaps, becoming one, and Frida Giannini’s enthusiasm for this model confirms this.”

Respecting the DNA of the original project created by Officina Italiana Design was paramount to Gucci’s design for Aquariva. Defining the Aquariva by Gucci is a fiberglass hull and detailing painted in Gucci’s own hue of glossy white, while Riva’s signature use of mahogany with classic varnish finish – twenty coats in all, ten by brushing, ten by spraying – is also the signature material for the cockpit and walking decks and awning cover hatch. The waterproof fabric covering the seats and sundeck features the emblematic Guccissima print, while the bed upholstery is defined by the beauty of Gucci white cotton. The iconic touch is provided by Gucci’s green-red-green web detailing which edges the floating line, perfectly

complementing the unique green crystal windshield. Completing the Gucci customization is a series of exclusive Riva by Gucci accessories.

The innovative two-speed electronic gear reveals all the power of the two 380-horsepower Yanmar engines, ensuring an exceptional performance, with a maximum speed of 41 knots and a 150-mile range at cruising speed.

The Aquariva by Gucci will be unveiled at the International Cannes Boat Show on September 7th, 2010 followed by a special presentation on September 22nd 2010, the opening day of Milan Fashion Week. A show boat will then travel the world visiting some of the world's most prestigious boat shows and international destinations throughout 2011. The Aquariva by Gucci will be exclusively available on a made-to-order basis through Riva's dealer network.

Gucci

Gucci, founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands. With a renowned reputation for quality and Italian craftsmanship, Gucci designs, manufactures and distributes highly desirable products such as leather goods (handbags, small leather goods, and luggage), shoes, ready-to-wear, silks, timepieces and fine jewellery. Eyewear and fragrances are manufactured and distributed under license by global industry leaders in these two sectors. Gucci products are sold exclusively through a network of directly operated boutiques (295 as of June 2010) and a small number of selected department and specialty stores.

www.gucci.com

Riva

Riva, the iconic Italian boat-maker established in 1842 in Sarnico, is one of the oldest and most celebrated boat-yard in the world. In the 1950s, Carlo Riva created a celebrity persona for the brand based on the famous mahogany range of boats which became iconic. Riva's Aquariva is the natural evolution of the Aquarama, a modern day icon which reinforced Riva's reputation as the epitome of style and luxury. Since 2000, Riva has been part of the Ferretti Group, one of the world leaders in the design, construction and sale of luxury yachts with a unique portfolio of some of the most exclusive, prestigious brands in the nautical world.

www.riva-yacht.com

Officina Italiana Design

Founded by Mauro Micheli and Sergio Beretta, Officina Italiana Design is the renowned boat design studio that for over 20 years has been officially appointed as Riva's exclusive designers. Officina Italiana Design has given shape and perfection in every detail to the current Riva range, writing a piece of history of the international yachting design. Officina Italiana Design has won a number of international prizes and signed many important projects in the real estate and industrial design sectors, distinguishing from others by the aesthetic high impact of their works.

www.italianadesign.it