



# PRESS RELEASE

## 8 JUNE 2016

CANNES COLLECTION

02 - 05 JUNE 2016

CANNES OLD PORT

### CANNES COLLECTION SETS THE BAR HIGH WITH INAUGURAL EDITION



Exhibitors and visitors have unanimously praised the concept and execution of Cannes Collection, a new luxury event that took part 2 to 5 June at Cannes Old Port.

Mixing together the best in yachts, cars, art, aviation, interiors and lifestyle, Cannes Collection had a range of interesting brands on display to an international clientele who hailed from the UK, Italy, Russia, the United States, Asia and South America.

The unique atmosphere of the Cannes Collection had the feeling of a discreet private sale for the selection of 60-plus brands on display, many of which have said they felt like members of an exclusive club by participating. This relaxed and welcoming setting gave the exhibitors and visitors time to talk and engage with the products on display, the ultimate goal of Cannes Collection.

Visitors who were seriously interested in yachts on display were able to take sea trials during the show itself, which is practically unique to Cannes Collection, and the experiential 'try before you buy' element crossed over to the motorbikes, helicopters and cars on display.

A curated exhibition, each of the companies on display was selected by founders Eric de Saintdo and Bertrand Foäche for their unique qualities and outstanding position, beyond the often-misappropriated tag of 'luxury'.

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De Saintdo said of the inaugural edition of the event: “We are thrilled with how the four days of Cannes Collection 2016 unfolded. Despite air traffic control and train strikes, and some patchy weather, which didn’t dampen spirits, there has been an overwhelming sense of positivity from all those who took part - both exhibitors and visitors - on the potential for growth with this new concept. The Cannes Collection will always be put together with the buyer in mind, ensuring we keep the quality of brands on show high, not to mention in a combination unlike anything you will find elsewhere.”

He went on to describe the vision for the evolution of Cannes Collection: “Although the show is physically laid out around the yachts, of which we had 43, this is not a ‘yacht show’ in the sense that we will never become a trade show with technical products on display; everything has to be interesting to the buyers. We have carefully chosen a variety of brands and sectors, and will continue to do so in the future. It’s about finding something different and unique, not just something with an exclusive price tag.”

A number of exhibitors reported sales or strong interest in the products on display, including artworks, fashion items, prestige cars (including Maserati and Ferrari) as well as superyacht builders Sanlorenzo and Sunseeker, the latter of which received an offer for its 28m yacht on display, as well as an enquiry for building two further superyachts.

Sunseeker commented that each day brought a number of serious potential new clients to their stands, and that the overall calibre of those in attendance was very qualified to buy superyachts.

A number of brands have already started booking for 2017’s event, both as returning exhibitors and new ones, including Swiss watchmaker Parmigiani Fleurier and a high-profile private jet manufacturer.

The next edition of Cannes Collection is set to take place in June 2017, though there are expected to be a number of dynamic and innovative complementary events and collaborations between the organisers and a range of partners over the coming 12 months. The first of these will likely take place before autumn, and will involve working with some very special classic car groups.

**WHAT THE CANNES COLLECTION EXHIBITORS SAID...**



**SERGE ALLEGRE - SANLORENZO CÔTE D'AZUR**

This is the perfect time of year to hold a show for this kind of clientele and this level of participating companies. It gives affluent individuals a fantastic opportunity to try out the most beautiful products and yachts available and on the market to buy to enjoy straight away.

The strong success of this first edition of Cannes Collection means that we at Sanlorenzo Côte d'Azur and Monaco cannot wait for next the second edition next June.

**RENAUD CANIVET - OCEAN DRIVE WITH ARCADIA, PEARL & BAIA**

"Mixing luxurious items such as cars, helicopters and yachts was a very good idea. Also, because June is the first month of the summer and is just after the Cannes Film Festival and Monaco Grand Prix, it is the perfect time to hold the show."



**FRED HESTIN - SUNSEEKER**

"We agree with the concept that you have enquiries at this time of the year, in June, and even for large boats, for people who have not decided yet and who would make a last-minute decision."

**BRUNO BUSCHINO - FERRARI CANNES**

"We made the decision to exhibit because we are a part of the premium market alongside the other sectors like yachts, jewellery and paintings on display and we have the same customer base."

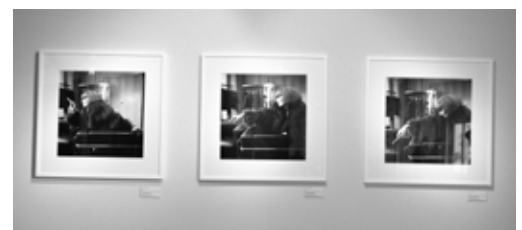


**CÉDRIC KLEIN - AVINTON MOTORCYCLES**

"I believe that the show has brought together on the Côte d'Azur all the best products that you can find from the premium world - the cars, the jewels and the boats. I'm really happy to have come in terms of the quality of the visitors."

**MATHIEU WALTER - MATHIEU WALTER PHOTOGRAPHY**

"People don't really expect to see this but they are pleasantly surprised. There's a very positive feeling that comes out of the show."



**MARTINS ZEMITIS - MATERIA BIKES**

"People don't purely buy products; they are looking to buy into a feeling and an attitude. That's what matched really well for us with the show, that it would meet people's needs and expectations."

Credits : Arthur Keller @arthurdotk, Jérôme Kelagopian, Cyril Charpin @Abracadabra Studio except Materia Bikes & Mathieu Walter. ).

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## **THE ORGANISERS**

Cannes Collection was conceived by Bertrand Foäche et Eric de Saintdo.

Bertrand is the man behind a number of globally renowned exhibitions. In 1989, he co-founded Premiere Classe, now the international standard for fashion accessory exhibitions. He also founded Who's Next, the essential Parisian show for new fashion trends and, in 2004, he launched Fame, showcasing the world's top ready-to-wear brands. In 2011, Bertrand orchestrated a buyout of Salon du Prêt-à-Porter Féminin to bring all the biggest players in the Paris fashion show sector together, representing over 2,000 exhibitors and 60,000 professional buyers.

Eric de Saintdo is an experienced organiser of major international exhibitions with extensive knowledge of the luxury sector, both locally and internationally.

Eric lives in Cannes and was the organiser of the Cannes Boat and Yacht Show (Festival International de la Plaisance de Cannes) for 10 years. He has launched several shows for Reed Exhibitions. Formerly Chairman of Camper & Nicholsons, one of the major players in the world of luxury yacht brokerage, and Chairman of the management board of the Rodriguez Group, he is presently the CEO of Fair One. In addition to organising major international exhibitions, Eric de Saintdo is also a specialist in the yachting sector as well as luxury sectors like prestige automobiles and fine watches.

Eric & Bertrand have assembled a world-class senior team of extremely experienced people, hand-picked from the international exhibition and luxury brand sectors, to help deliver Cannes Collection.

### **CANNES COLLECTION**

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## CANNES COLLECTION™

CANNES OLD PORT - 02-05 JUNE 2016  
COME TO SEE US AT THE SHOW!



# EXHIBITOR'S LIST

## YACHTS

- Abys Yachting:
  - Ferretti
  - Pershing
- Apremare
- Aquamarine:
  - Queens Yacht
- Azimut Yachts France
- CE Marine Consult:
  - Baglietto
  - Mangusta
- Engel Völkers Yachting
  - Italyachts
- Group Permare:
  - Amer Yachts
- G. Yachts:
  - Canados
  - Palmer & Johnson
- Maiora FIPA GROUP:
  - Mairoa
- Moana Yachting
  - Sunseeker
- Moran Yacht:
  - Admiral
  - Palmer Johnson
- Ocean Drive :
  - Arcadia
  - Baia
  - Pearl
  - Pershing
- Sanlorenzo Yacht Côte d'Azur
- Sunseeker France
- Titan Yacht
  - Heesen
  - Amels
- Windy
  - Draco Boats
- Yachting Concept
  - Mangusta

## WATER TOYS

- Zephyr Yachting
- Luxury water toys

## DAY BOATS & TENDERS

- Chantier Naval Simons:
  - Boston Whaler
- Port d'hiver Yachting:
  - Fjord
- Jet 7:
  - Invictus
- Mediacco Yachts
- Nauticea Yachting:
  - Sealine
- Brunswick Netherland
  - Sea Ray
- VanDutch

## AUTOMOBILES

- Aston Martin - Al Ghassan Motors
- Audi - Car Riviera
- BMW - Bayern Avenue
- Ferrari - Al Ghassan Motors
- Jaguar - ABC
- Koenigsegg - European Motors
- Lamborghini - Al Ghassan Motors
- Lotus - Groupe Cavallari
- Maserati - Groupe Segond
- Mercedes - AMG
- MS Motors (Customized Ferrari)
- Range Rover - ABC
- Tesla - Tesla Motors France
- Volvo XC 90 excellence - Groupe Cavallari

## JETS & HELICOPTERS

- Azur Hélicoptère & Rotor Trade:
  - Colibri
  - Guimbal - Cabri
  - Dauphin
  - Robinson
- Engel & Völkers Aviation
- Let's Fly

## DECORATIVE ARTS, DESIGN, ACCESSORIES

- Art Apart (Christoffle )
- Ethimo
- Fingers Style - Authentiques Paris
- Kiade
- Razeto & Casareto - Tribute to Doha
- Sabrina Montecarlo
- Régis de Saintdo
- Valadoni Design
- Wine Palace Monaco

## HOROLOGY/JEWELLERY

- Buccellati
- Dionea Orcini
- Maison Frojo
- Maison RAVN
- MB&F
- Parmigiani Fleurier
- Romain Réa (Vintage Watches: Rolex, Patek Philippe, Vacheron Constantin).

## ART

- Glaerie Sassi Milici
- Galerie A2Z presenting Hom Nguyen
- Mathieu Walter Photography

## LUXURY BIKES

- Avinton Motorbikes
- Goelectrix
- Matera Bikes - Wooden Bike

## INSURANCE/SERVICE

- ANP Insurance

## REAL ESTATE

- John Taylor

# YACHTS ON DISPLAY

## SECTOR 3: PANTIERO & GARE MARITIME

EXHIBITORS	BRAND SHIPYARD	MODEL	NAME OF THE YACHT	LENGTH	BOOTH
CHANTIER NAVAL SIMONS	Boston Whaler	Outrage 420	/	13m	PAN 110
PORT D'HIVER YACHTING	Fjord	Fjord 40'	MAMY WATA	11,99m	PAN 101
PORT D'HIVER YACHTING	Fjord	Fjord 48'	/	15,28m	PAN 101
PORT D'HIVER YACHTING	Fjord	Fjord 37'	/	/	PAN 103
MED YACHT	Med Yacht	MED 48'	/	14,99m	PAN 108
NAUTICEA YACHTING	Sealine	S 330	/	9,90m	PAN 109
SUNSEEKER FRANCE	Sunseeker	Sport Yacht 80'	/	24,27m	GM 111
SUNSEEKER FRANCE	Sunseeker	86' Yacht	/	26,30m	GM 111
SUNSEEKER FRANCE	Sunseeker	Sunseeker 28m	/	28m	GM 111
WINDY- BERTHON	Draco Boats	Draco 27 RS	/	8,31	PAN 100
ZEPHYR YACHTING	Tender/ Toys	Tbc	/	TBC	PAN 104

## SECTOR 6: JETÉE ALBERT EDOUARD SUD

EXHIBITORS	BRAND SHIPYARD	MODEL	NAME OF THE YACHT	LENGTH	BOOTH
G YACHT	Palmer Johnson	Palmer Johnson	BLUE ICE	46m	JAS 146
MORAN YACHT	Admiral Yachts	Admiral 35m	FOAM	35m	JAS 142
MYLO OVERSEAS	Benetti	Benetti Classic	MYLO	37m	JAS 141
SANLORENZO	Sanlorenzo	SL 106	ALLIGATOR	32,20m	JAS 139
SANLORENZO	Sanlorenzo	SL 118	HAIIA	36,50m	JAS 139
SANLORENZO	Sanlorenzo	SD 122	SOURAYA	36,50m	JAS 139
YACHTING CONCEPTS	Mangusta	Mangusta 92	SOAN	28m	JAS
TRITAN	Sanlorenzo	Sanlorenzo 46m	TRITAN	46m	JAS 146
YACHTING CONCEPTS	Mangusta	Mangusta 130	SHANE	39,62m	JAS
TITAN YACHT	Heesen	Heesen 154'	SIROCCO	47m	JAS 145
TITAN YACHT	Amels	Amels 164'	MALIBU	50m	JAS 145
VANDUTCH	Vandutch	VanDutch 40'	/	12,08m	JAS 2Bis (au sol)



## YACHTS ON DISPLAY

### SECTOR 5: JETÉE ALBERT EDOUARD NORD

EXIBITHORS	BRAND SHIPYARD	MODEL	NAME OF THE YACHT	LENGTH	BOOTH
ABYS YACHTING	Ferretti	Ferretti 960	/	29,20m	JAN 120
ABYS YACHTING	Pershing	Pershing 74'	/	23 m	JAN 120
AQUAMARINE	Queens Yacht	Queens 86'	/	26,15m	JAN 127
APREAMARE	Maestro	Maestro 82'	/	23,99 m	JAN 116
AZIMUT FRANCE	Azimut	Magellano 43	/	13,63 m	JAN 117
AZIMUT FRANCE	Azimut	Magellano 76	/	24,40m	JAN 117
AZIMUT FRANCE	Azimut	Flybdrige 80'	/	25,2m	JAN 117
BRUNSWICK	SeaRay	Sundancer 400	/	12,2m	JAN 114
BRUNSWICK	SeaRay	Sundancer 510	/	14,80m	JAN 114
CE MARINE CONSULT	Overmarine	Mangusta 92'	GENI	28,27m	JAN 126
CE MARINE CONSULT	Overmarine	Mangusta 108'	NAISCA V	33,36m	JAN 126
CE MARINE CONSULT	Baglietto	Baglietto 40	MERIDIANA	40m	JAN 128
ENGEL & VÖLKERS	Leopard	Leopard 32m	LIS	32m	JAN 124
FIPA GROUP	Maiora	Maiora 27	MICHELA	27,40m	JAN 122
FIPA GROUP	AB Yachts	AB 92	REVEIL	28,04m	JAN
G YACHT	Canados	Canados 92'	FUNKY TOWN		JAN
JET 7 YACHT	Invictus	TBC	/	TBC	JAN 03 (Au sol)
MOANA YACHTING	Sunseeker	Sunseeker	WINNING STREAK	34m	JAN 128
OCEAN DRIVE	Baia	Baia 70'	DORIS	21,68m	JAN 134
OCEAN DRIVE	Pearl	Pearl 72'	/	23,30m	JAN 134
OCEAN DRIVE	Pershing	Pershing 92'	DORIS	28,04m	JAN 134
OCEAN DRIVE	Arcadia	Arcadia 85 S	/		JAN 134
OCEAN DRIVE	Arcadia	Arcadia 115'	M OCEAN	35m	JAN 134
PERMARE	Amer	Amer Yachts	AMERICA	26,21m	JAN 125
SANLORENZO	Sanlorenzo	SL 82'	TABATA	23,95m	JAN 138