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## Day boat builders eyeing Asia: Part 1

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*As the luxury day boat market continues to grow internationally, more shipyards across Europe are looking to increase their presence in key markets in this region.*



Invictus GT280

With the likes of Sunseeker, Galeon, Fairline and Jeanneau creating new series of luxury day boats in recent years (*Issue 70 cover story*), long-time specialists in the sector are making the most of the growing popularity of their models by taking a closer look at the potential of markets in Asia.

Earlier this year, NextWave Yachting was appointed as the Hong Kong dealer for sister companies Invictus and Capoforte, whose Christian Grande-designed models are built at the Aschenez shipyard in the Borgia province of Calabria, the Italian mainland's southernmost region.

Invictus builds two series, GT (28-37ft) and TT (28-46ft), while Capoforte produces 20-28ft models across the SX, CX, FX and HX lines. Invictus debuted the TT420 at Boot Dusseldorf in January and will debut a Vogue White edition at this year's Cannes Yachting Festival from September 12-17.



Capoforte CX240

Yacht lovers in Hong Kong have the chance for an up-close view of Grande's designs and the brands' work, with five models arriving in the city this summer through NextWave, which was also behind The Next Wave beach festival in Discovery Bay from July 29-30.

One Capoforte SX200, two CX240s and an Invictus GT280 arrived in July, followed by a second GT280 in August, as part of the initial collaboration between NextWave and the Italian brands.

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Frankie Chau, Chairman and co-founder of NextWave, said: "We've long admired Christian Grande's design work and his distinctive design DNA is evident in all Invictus and Capoforte boat models. All their boats feature stunningly stylish exteriors and luxurious interior details.

"As the models range from 20ft up to 46ft, they cater to various needs and clients within the luxury day boat sector. They're also competitively priced compared to their competitors."



*Fjord 53 XL*

NextWave is best-known as the Hong Kong dealer for Sunseeker, but has a history of representing luxury day boat builders including Fjord, one of the sector's most iconic brands, and Vanquish.

Founded in Norway in 1960, Fjord developed into a pioneer of centre-console day boats following its 2005 acquisition by Germany's Hanse Group, with the brand passing the 500-unit mark in 2019. Its models start from the 38 Open and Express versions up to the 53 XL, which had its world premiere at last year's Cannes Yachting Festival.

Tom Steentjes founded Vanquish in 2012 and built its reputation on high-performance aluminium motor yachts, starting from the VQ45 and stretching into superyacht territory with the recent launch of the blue-hulled flagship VQ115 Veloce, while upcoming models include the VQ70.



*Vanquish VQ52*

The Dutch yard's composite models include the VQ11 and VQ16 Sports Line tenders, VQ40 Sports Line and upcoming VQ55 Sports Line. However, the brand – whose biggest market is the US – is distinguished by its aluminium series, with hulls close to 40 per cent lighter than comparable composite alternatives.

"We believe Vanquish has the potential to become a sought-after brand among discerning boat owners in Hong Kong, as many are used as day boats or tenders by superyacht owners," Chau said. "As well as the style, the unique aluminium structures set Vanquish apart from other mainstream day boats, offering considerable flexibility in design and construction."

#### MARKET LEADERS

Pardo has quickly become the luxury day boat sector's most popular brand, building close to 200 models a year, while its dealers include Motor Field in Thailand, which recently received a P50 and has a GT52 on the way.







**Pardo 50**

Sister brand VanDutch builds about 35-40 customised models a year, having established an ultra-exclusive status that attracts celebrity owners and luxury brand collaborations. Based on Italy's east coast in Forlì (also home of Ferretti Group's headquarters), parent company Cantiere del Pardo was founded in 1973 and is best known for its Grand Soleil brand of sailing yachts.

The Italian builder moved into the luxury day boat sector with the Pardo 43 in 2017 and three years later acquired VanDutch, founded in the Netherlands in 2008 but based in Italy since the takeover. With business booming in recent years, Cantiere del Pardo has acquired a second factory in Forlì and added two more in Fano, one dedicated to VanDutch.

Currently celebrating its 50th anniversary, Cantiere del Pardo recently renewed its partnership with Luna Rossa Prada Pirelli and became an official supplier for the Italian challenger for the 37th America's Cup, which will be held in Barcelona from August-October 2024.



**VanDutch 48 for Luna Rossa**

A VanDutch 48 – already available to the Luna Rossa team at its Cagliari base – and Pardo's upcoming Endurance 72 (E72) will accompany the syndicate as it seeks again to lift the trophy, having finished runner-up in 2000 and 2021. Due early next year, Pardo's E72 will be used for VIP hospitality, making the most of a 290sqft flybridge and both IPS propulsion and an eco-speed system.

Last year, Pardo launched its GT52, the first yacht in a new GT line that will also include a GT75, while its other models comprise the E60 and the P38, P43 and P50 walkaround boats.

VanDutch models drawn by Dutch studio Mulder Design include the 32, 40, 48 and new 56, priced in the region of US\$2 million and the brand's first model with IPS drives and a T-top option. Meanwhile, the VD 75 is in production and set to debut at the 2024 Cannes Yachting Festival.



**VanDutch 56**

"A VanDutch profile can be done in six or seven lines, which makes it a very clean, simple and timeless design," says Rok Babarovic, Cantiere Del Pardo's Business Development Manager. "It will always be beautiful."

A magnet for brand collaborations, VanDutch has worked with the likes of Louis Vuitton, Dior, Hublot, McLaren, Stella Artois, Heineken, Red Bull and even Lady Gaga! Many celebrities own or have chartered VanDutch yachts, with many Hollywood and sports stars, musicians, DJs and models associated with the brand.

Rather than a dealer network, the brand focuses on 'VanDutch Centers', currently located in Lake Garda (Italy), Saint-Tropez (France), Ibiza (Spain) and Miami (US).

Interestingly, Babarovic says owners are more likely to switch from VanDutch to Pardo once they wish to spend more time on the water, with Pardo's more practical features taking precedence over the more visual, emotion-led decision-making that lures people to the VanDutch brand.



**Pardo 43**

"Owners may still want an open boat, but they might prefer walkaround layouts, more sun protection and easier handling because of the IPS drives, which is what Pardo models offer but still with a sleek, elegant, timeless design," Babarovic says.

"Looking ahead, Cantieri del Pardo is looking to maintain our leadership in the luxury day boat segment, both in terms of market share and positioning. With Pardo and VanDutch, we're very confident we'll be able to."

Pardo's upcoming plans include appointing dealers in key hubs like Hong Kong and Singapore then the likes of mainland China, Korea and Japan.

"The yachting markets in Asia are not as open to open boats as they are to enclosed boats and brands that have been present there for decades, so we're trying to carefully select dealers that understand that and can introduce the brands in the right way."

[www.invictusyacht.com](http://www.invictusyacht.com)

[www.capoforteboats.com](http://www.capoforteboats.com)

[www.nextwaveyachting.com](http://www.nextwaveyachting.com)

[www.pardoyachts.com](http://www.pardoyachts.com)

[www.vandutch.com](http://www.vandutch.com)

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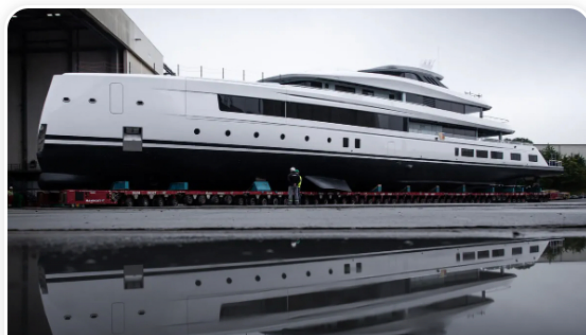
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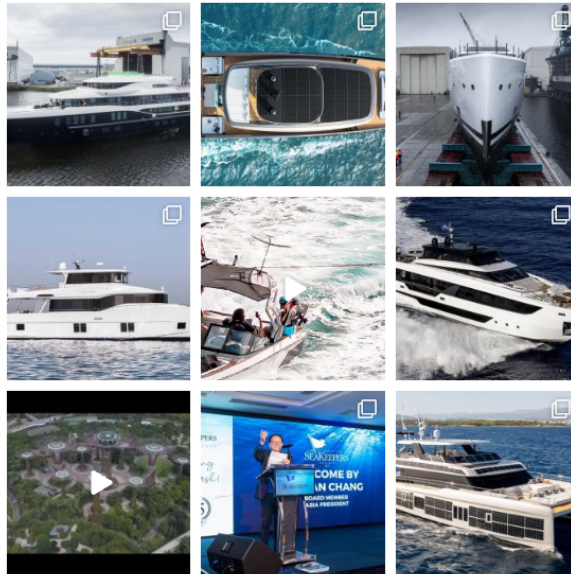


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