

N e w s R e l e a s e**For immediate release****11 March 2024****Bespoke Sanlorenzo yacht arrives in London to star in immersive experience**

The Sanlorenzo SL90A has arrived in London to take centre stage at the Sanlorenzo Immersive Experience. Taking style and elegance to a new level, this 28-metre yacht is the first from this innovative Italian shipyard to venture up the river Thames to the heart of the capital.

Built by Sanlorenzo Yachts at its Ameglia base on the Ligurian coast of Italy, this tailor-made yacht has a subtle and dignified décor which has been expertly crafted with a light and modern interior using different wood, including Tabu Thia Walnut, marble, and fabric textures.

Beautifully specified and visually enhanced with freestanding furniture from iconic Italian brands including Minotti sofas, a Living Divani coffee table, Casina armchair, and Flos reading lamps. Boasting four extremely well-appointed staterooms, each with its own en-suite bathroom, it can accommodate up to eight guests in refined comfort and luxury.

Designed by renowned naval architect Bernado Zuccon from the cutting-edge Italian design house Zuccon International Project, the SL90A takes her model name from the bold and innovative Asymmetric layout. With the port side deck moved up a level to increase the yacht's interior volume, the tangible connection with the sea through the floor to ceiling windows has been amplified in the expansive saloon on the main deck.

Available now, this one-of-a-kind yacht is starring at the Sanlorenzo Immersive Experience at St Katharine Docks, 11-24 March 2024.

Hosted by Sanlorenzo Yachts UK in this historic waterfront destination's Coronarium Building, which has been elevated with the unique Sanlorenzo aesthetic, owners, prospective owners, yachting enthusiasts, and brokers are invited throughout the two-week event to immerse themselves in the shipyard's design innovation and artisan craftsmanship.

"We're delighted to have one of these incredible made to measure yachts from the forward thinking Sanlorenzo shipyard in the UK," says Sanlorenzo Yachts UK, Sales Manager, Nick Hatfield.

"It offers us a unique opportunity to welcome people onboard to tangibly experience Sanlorenzo's extraordinary qualities for themselves. It is a wonderful example of what we can build together.



“Each Sanlorenzo yacht is a work of art in its own right, with a story to tell, and this immersive event will allow people to really understand what it means to own a Sanlorenzo.”

To book your exclusive tour onboard the magnificent SL90A and immerse yourself in Sanlorenzo’s unparalleled Italian style contact the Sanlorenzo Yachts UK team via info@sanlorenzoyachts.co.uk, +44 (0) 2380 450 001 or visit the website: <https://sanlorenzoyachts.co.uk/sl90a-in-the-uk/>

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Notes to editors

High-res images are available online at <https://maa.agency/media-centre>

About Sanlorenzo UK

- Sanlorenzo UK is owned by the Ancasta Group.
- Sanlorenzo UK is the sole dealer in the UK and Ireland for Sanlorenzo Yachts, and Bluegame – a brand of Sanlorenzo.
- Sanlorenzo UK is based on the River Hamble at Swanwick Marina.
- For more information on Sanlorenzo UK visit <https://sanlorenzoyachts.co.uk>

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