



YACHT CLUB COSTA SMERALDA



GIORGIO ARMANI  
SUPERYACHT REGATTA 2024



*“Porto Cervo is a real gem, made utterly unique thanks to its special position: a village immersed in nature and surrounded by water of the most unbelievable colour. This is where the Giorgio Armani Superyacht Regatta takes place, now in its third edition; an exciting sporting event that allows me to bring a little part of my world to this place in my favourite season.”*

**Giorgio Armani**



# GIORGIO ARMANI

The Armani Group is one of the world's leading fashion and luxury companies and has exemplified timeless elegance and a sophisticated, timeless lifestyle concept for more than 45 years. The Group designs, manufactures, distributes and directly sells fashion and lifestyle products such as clothing, accessories, eyewear, watches, jewellery, cosmetics, perfumes, furniture and furnishings, and is active in the catering and hotel industries.

Giorgio Armani, Founder, Chairman and Chief Executive Officer of Giorgio Armani S.p.A., is directly involved in all the Group's strategic, stylistic, design and business choices.

A symbol of elegance, but also of practicality and modernity, with a constant focus on quality in every detail, Giorgio Armani embodies the essence of "made in Italy", able to combine timeless style with a far-sighted view of the future.

The Armani Group has a cosmopolitan vision and culture with strong roots in the Italian way of life. It is present in most of the major countries of the world with about 8,700 employees and relies on a suitable distribution network around the world with flagship stores in the most important and prestigious luxury shopping streets.



YACHT CLUB COSTA SMERALDA

The Yacht Club Costa Smeralda (YCCS) was founded in Porto Cervo, Sardinia in 1967 by current president H.H. the Aga Khan and a group of founder-members as a non-profit sporting association for fellow sailing enthusiasts. The YCCS is renowned for organizing international sailing events such as the Maxi Yacht Rolex Cup and the Rolex Swan Cup as well as World and European championships for top one-design fleets and superyacht regattas.

The Club was also behind Azzurra - the first Italian challenger for the America's Cup in 1983 - which became a legendary Italian brand.

In 1992, YCCS launched the motor yacht Destriero which set a transatlantic crossing record that still stands to this day. The YCCS also took part in the Volvo Ocean Race 2001-2002 with a two-boat Nautor Challenge campaign, one of which had an all-female crew. 2017 marked the 50th anniversary of the Club's foundation and saw the launch of the sustainability programme One Ocean.

In 2020, the YCCS also launched the Young Azzurra Sporting programme dedicated to young Italian sailors, with a focus on equal opportunities.



# GIORGIO ARMANI

## *Superyacht Regatta*

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Giorgio Armani proudly returns as the Title Sponsor for the third consecutive year of the 17th edition of the YCCS Superyacht Regatta in Porto Cervo.

From 4th to 8th June, days filled with racing, events, and shopping await. The brand invites you to step into its world through the pop-up at the Yacht Club Costa Smeralda and the boutique overlooking the iconic Passeggiata of Porto Cervo. Sea, fashion, and sailing: this summer, we sail wearing Armani.

Giorgio Armani's passion for the world of sailing is not something new. The designer has indeed compared the design of a luxury garment to that of a yacht multiple times, highlighting the attention to detail that both demand.

Last year, he collaborated with The Italian Sea Group in the creation of a special motor yacht, subsequently investing in the specialized company which includes Tecnomar and Admiral.

For this reason the participation in the YCCS Superyacht Regatta is not surprising; rather, it allows the brand to explore and introduce to its customers a unique aspect of the maison's heritage.

For the occasion the designer developed the Giorgio Armani Vela collection, a special selection of light, breathable and technical garments and accessories related to the world of sailing.







**Tuesday, 4<sup>th</sup> June**

**Wednesday, 5<sup>th</sup> June**

**Thursday, 6<sup>th</sup> June**

**Friday, 7<sup>th</sup> June**

**Saturday, 8<sup>th</sup> June**

**10.00 – 21.00** Giorgio Armani Mare pop up opening hours

**10.00 - 18.00** Participants Registration at YCCS Race Office, at the Regatta Village, YCCS Piazza Azzurra

**12:00 – 13:00** Stewardess briefing at YCCS terrazza Azzurra (upper Terrace).

**18.00 – 19.00** Captains' Briefing at YCCS Terrazza Azzurra (upper terrace).

**19.30 – 21.00** Welcome Cocktail at Yacht Club Costa Smeralda, (dress code: Long trousers / Cocktail Attire)

**10.00 – 20.00** Giorgio Armani Mare pop up opening hours

**12.00** Race Day 1

**19:00** Aperitivo at Giorgio Armani Mare pop up

**20.00 – 24:00** Giorgio Armani Owners' Dinner at the Yacht Club Costa Smeralda by invitation only (dress code: Cocktail Attire)

**10.00 – 20.00** Giorgio Armani Mare pop up opening hours

**12:00** Race Day 2

**16.00 – 17:00** After Race Drinks at Giorgio Armani Mare pop up

**19:00 – 20:00** Owners and Guests Champagne Reception at YCCS Bar Terrace

**10.00 – 18.00** Giorgio Armani Mare pop up opening hours

**12:00** Race Day 3

**19:00** Transfer Service per Cone Club Sardinia

**19.30 – 23:00** Beach Party at Cone Club Sardinia - 7Pines Hotel - Baia Sardinia (dress code: Smart Casual)

**10.00 – 18.00** Giorgio Armani Mare pop up opening hours

**12:00** Race Day 4

**16.00** After Race Drinks at the Regatta Village

**17.00** Final Prize Giving at the Regatta Village (dress code: boat uniform)

## WELCOME COCKTAIL

*TUESDAY 4th June 19:30 – 21:00*

The 2024 Giorgio Armani Superyacht Regatta welcomes superyacht owners, guests & crew to join us for drinks and canapés at the YCCS Bar Terrace. An opportunity to meet fellow competitors, race management and partner of the event in a sociable environment.

## OWNERS DINNER

*WEDNESDAY 5th June 20:00 - 24:00*

Giorgio Armani is delighted to invite superyacht owners and their guests to join them for an evening of fine dining alongside an exceptional live performance at the YCCS Clubhouse. The guest can enjoy a special menu realized by YCCS chefs and signed by Chef Massimo Tringali to highlight and celebrate typical Sardinian products.

## SUNSET CREW PARTY

*FRIDAY 7th June 19:00 – 23:00*

Join us for an unforgettable evening on the Beach as we gather at sunset to celebrate the culmination of an exciting regatta.







# GIORGIO ARMANI

## *MARE Pop Up*

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Giorgio Armani embarks on a journey to showcase the Giorgio Armani Mare collection in the world's most iconic summer destinations.

In our Giorgio Armani Mare pop up visitors will be able to enjoy an immersive experience in setups characterized by stylized fantasies of tropical palms in soft turquoise shades, with details in warm wood and light gold colors, and furnishings and mannequins with woven summer textures. The presence of customized playful elements – a foosball table and an Armani/Dolci ice cream cart – evokes the atmosphere of a typical Italian summer. See you there!





# GIORGIO ARMANI

## Porto Cervo

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The Giorgio Armani Porto Cervo boutique showcases the brand's refined, elegant style. In this well-lit, harmonious space, you can get swept away by the latest women's and men's clothing and accessories collections, as well as discover haute couture jewellery and Armani Privé fragrances. At the Giorgio Armani Porto Cervo boutique, you can take advantage of exclusive Made-to-Measure and Made-to-Order services, creating one-of-a-kind, bespoke items with an everlasting allure.

Book your in-store appointment and enjoy an Armani shopping experience: the perfect way to discover the collections, get the latest news about this season's trends and get new outfit ideas.

**Boutique:** +39 0789 171 7184

**Store manager:** +39 349 117 7642

**Address:** La Passeggiata, Fabbricato "Il Leccio", 07021, Porto Cervo

**Opening Hours:** 10:00 – 20:00, Monday - Sunday

### BOUTIQUE ADDITIONAL SERVICES:

- **ONE-ON-ONE APPOINTMENTS & PERSONALIZED STYLING**  
Enjoy a private consultation with a stylist who will curate a wardrobe tailored to your unique style.
- **INSUITE SHOPPING EXPERIENCE**  
Elevate your shopping experience with a dedicated store manager by your side in a private setting.
- **BOUTIQUE PRIVATIZATION**  
Have a specific area of the boutique reserved exclusively for you and your guests for a truly personalized shopping experience.
- **TAILORING EXPERTISE**  
Ensure a perfect fit with access to the boutique's tailoring services.
- **CONVENIENT TRANSPORTATION**  
Let the boutique arrange your transfer to and from the shopping experience.
- **SEAMLESS DELIVERY & SHIPPING**  
Take advantage of the delivery and shipping services for a hassle-free shopping experience.





# USEFUL CONTACTS

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## GIORGIO ARMANI

GIORGIO ARMANI BOUTIQUE  
La Passeggiata, Fabbricato "Il Leccio",  
07021, Porto Cervo

Boutique: +39 0789 171 7184  
Store manager: +39 349 117 7642

Opening Hours: 10:00 – 20:00

@GiorgioArmani  
#GiorgioArmaniMare

## YCCS

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#giorgioarmanisyr





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