

style in the fast lane

OCEANSTYLE IS A NIGEL BURGESS GROUP COMPANY, LAUNCHED TWO YEARS AGO TO SPECIALISE IN THE SALE AND PURCHASE OF HIGH PERFORMANCE, SEMI-PRODUCTION MOTOR YACHTS. TODAY, OCEANSTYLE HAS A REPUTATION FOR EXCELLENCE IN A MARKET WHERE SPEED MEETS ELEGANCE, AND ULTRA-MODERN STYLING MEETS PURE POWER. ALEV KARAGULLE SPOKE TO **RICHARD LAMBERT**, MANAGING DIRECTOR OF OCEANSTYLE, ABOUT THIS EXCITING YOUNG BUSINESS.

Whoever you talk to you in the superyacht industry, they will tell you how far and how fast the market has evolved. As the average yacht has become larger, there has been an interesting spin-off effect in other areas of the market. Today there is a new and growing demand for semi-custom performance yachts in the 20 metre to 40 metre size bracket, priced in the €2 million to €15 million ballpark.



"Yes," acknowledges Richard Lambert from the London office of OceanStyle, "just as the owner of a 35 metre yacht ten years ago may now own a 50 metre yacht, the owners of smaller production line yachts are looking at semi-custom models to meet their rising expectations."

With a specialised focus starting in the region of 20 metres, OceanStyle is perfectly placed to assist clients with the sale and purchase of yachts throughout their ownership cycle. With many shipyards such as Azimut, Ferretti and Mangusta offering production yachts at the lower end of their range and more semi-custom designs at the top end, the OceanStyle team offers clients a unique, professional and expert service in purchasing and selling such yachts.

These are owners who have a history of ordering "off the shelf" yachts with a delivery time of a few months, but are now upgrading to a larger yacht, without going to the extent of committing to a full custom yacht with a delivery time of three years or more. "Our clients want reasonably quick gratification", explains Lambert, "so a delivery time of about one year on a semi-custom yacht, which still allows many elements to be tailored to the buyer's personalised requirements is ideal."

Many shipyards have recognised the emergence of this trend for semi-custom yachts and have developed highly successful product lines to meet the demand. Models such as the Broward 120, the Royal Denship 105, the Sunseeker 105, 108 and 120, the Baglietto 34m and 41m, the Codecasa 34m, the Admiral 31m, 35m and 38m and the Palmer Johnson 120 are all attracting a steady stream of orders. According to Lambert, custom yards are not building much below about 40 metres any more and even the Heesen yard in Holland which previously specialised mainly in custom builds is now focusing on the top end of the semi-custom market, as demonstrated by their superb 37m and 44m models.



“If you’re looking for instant gratification, OceanStyle has a strong inventory of pedigree, performance yachts for sale”



Riva 68 Ego

LOA 68.00ft (20.75m)
Builder Riva SpA, Italy

“The popularity of these yachts is certain to grow significantly.”



The winning semi-custom formula comprises a standard hull and engineering package with good interior volume and the ability to commission the interior design to one's personal style. "The naval architecture and machinery are all fixed elements, leaving the buyer free to concentrate on the bespoke fitting out of the vessel," continues Lambert. "Of course, the interior volume will be greater on a full displacement yacht than on a hull designed for fast speed capabilities, but these days even fast, planing yachts have remarkably spacious interiors."

OceanStyle is currently the only brokerage house specialising in the 20 metre to 40 metre semi-custom performance yacht market, both on the new build side and in secondhand sales. Due to the fact that OceanStyle concentrates solely on this sector, the product knowledge within the

company is extremely comprehensive and their market reach, unrivalled. "This has become a very specialised field within the yachting industry, so it's important to have a real understanding of both client expectations and the product itself," remarks Lambert. A keen yachtsman, with a strong background in the performance yacht market, Lambert has assembled an experienced and dynamic team at OceanStyle, which now serves clients from bases in London, Miami, Monaco and Athens.

So what are the predictions for the future of the semi-custom performance market? "All the indications are that we are only at the beginning of the boom," Lambert offers. "The popularity of these yachts is certain to grow significantly."

OceanStyle is strategically positioned to lead the field, and with the high standards of professionalism and service prevalent throughout the Nigel Burgess Group, exciting times lie ahead.

OCEANSTYLE

The semi-custom performance yacht specialist

Brokerage – Purchase

OceanStyle offers a worldwide market overview of second-hand quality performance yachts in all categories to match your requirements as closely as possible.

Brokerage – Sales

The specialist market intelligence of OceanStyle ensures your yacht is strategically marketed in a controlled and efficient manner through a proactive publicity campaign to achieve the most successful result.

New Construction

OceanStyle can match your new build aspirations to a selection of quality shipyards through its strong relationships with the world's major yards, ensuring the perfect balance between design, budget and timescale.

Charter

Coming soon!

For further information contact the OceanStyle office of your choice:

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