

N e w s R e l e a s e

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Sanlorenzo Yachts UK appoints Senior Sales Broker to lead London expansion

Sanlorenzo Yachts UK has appointed Matthew Stanton as Senior Sales Broker to head up its new London showroom on Park Lane, Mayfair.

The appointment marks a significant step in the company's strategic expansion, reinforcing its commitment to further strengthening its presence in the UK market and accelerating growth within the luxury yacht and superyacht sector.

Part of the Ancasta Group, Sanlorenzo Yachts UK has seen a marked increase in demand over the past five years, particularly within the 30-metre-plus segment. Growing interest in Sanlorenzo's fully customisable approach to yacht building has driven the decision to invest in a permanent London presence and appoint a senior industry figure to lead this next phase of development.

Stanton brings nearly three decades of experience in yacht sales, with a career encompassing both new-build and brokerage transactions at the highest level of the market. He spent 11 years representing a leading British brand in Monaco - five of them as Sales Director - before founding his own specialist brokerage focused on high-net-worth clients seeking yachts over 30 metres.

"Matthew's appointment is a pivotal move for the business as we expand our footprint in both the UK and the 30-metre-plus sector," says Nick Hatfield, Managing Director of Sanlorenzo Yachts UK.

"He combines deep market insight with a proven track record in managing complex superyacht sales and cultivating long-term client relationships. His experience and credibility within the large yacht market will be instrumental as we continue to grow our market share."

In his new role, Stanton will represent the full Sanlorenzo range of yachts and superyachts, alongside the innovative Bluegame fleet. He will guide clients through every stage of the ownership journey - from initial consultation and model selection to the highly collaborative design and build process for which the Italian shipyards are internationally recognised.

Stanton comments: "Sanlorenzo and Bluegame offer a distinctive proposition in today's market - combining exceptional craftsmanship, progressive design and a genuinely bespoke approach to yacht building. I am delighted to be joining at such a dynamic time for

the brand in the UK and look forward to working with clients seeking something truly individual.”

Stanton officially took up his position on 9 March 2026 and will be based at the new Park Lane showroom following its formal opening in mid-April.

For further information, visit: <https://sanlorenzoyachts.co.uk>

Ends

Notes to editors

High-res images are available from Susannah Hart via
- susannahart@sanlorenzoyachts.co.uk

About Sanlorenzo and Sanlorenzo Yachts UK:

- Founded in 1958 in Viareggio, Italy, Sanlorenzo is a globally renowned luxury yacht manufacturer with a reputation for crafting the most sophisticated bespoke yachts in the world.
- With a strong emphasis on sustainability, Sanlorenzo is a leader in the development of eco-friendly materials, hybrid propulsion systems and green technologies to reduce the environmental impact of yachting.
- Sanlorenzo’s shipyards are located in Ameglia, La Spezia, Viareggio, and Massa, with a global network of dealers and representatives, ensuring that its yachts are available and serviced worldwide.
- Part of the Ancasta Group, Sanlorenzo Yachts UK is the exclusive representative of Sanlorenzo and Bluegame yachts in the UK and Ireland.
- For more information on Sanlorenzo Yachts UK visit <https://sanlorenzoyachts.co.uk>

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