

N e w s R e l e a s e

For immediate release

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Sanlorenzo opens new London showroom in Mayfair, strengthening its presence in one of the world's great luxury capitals

- **First London showroom** opens for leading yachtmaker Sanlorenzo, strengthening its presence in the UK market
- **Executive Chairman Massimo Perotti attends the official opening**, highlighting London's strategic importance to the Italian Maison
- **Park Lane showroom** provides a private consultation space for Sanlorenzo and Bluegame clients, complementing Sanlorenzo Yachts UK's existing base in Swanwick, Southampton
- Opening follows a **strong 2025 for Sanlorenzo**, with continued global demand for its bespoke yacht and superyacht ranges, including innovations such as the flagship 74Steel and the heritage-inspired SHE
- Since operations began in 2020, **Sanlorenzo Yachts UK** has supported the commissioning of nearly 30 new yachts, with over 95% of UK owners new to the Sanlorenzo brand

In partnership with its UK brand representative, Sanlorenzo has strengthened its presence in one of the world's great luxury capitals with the **opening of a new showroom at 61 Park Lane in Mayfair**, marking an important milestone for the shipyard's presence in the United Kingdom.

The opening was attended by Massimo Perotti, Executive Chairman of Sanlorenzo, underlining the strategic importance of London and the UK market within the company's long-term global vision.

"London has always been one of the great international centres of culture, design and influence," said **Massimo Perotti**.

"Establishing a presence in Mayfair allows us to engage more closely with owners and clients who share our vision of yachting as a form of personal expression shaped through design, craftsmanship and innovation. With its rich maritime heritage, proud yachting culture and international community, the UK market remains strategically important for Sanlorenzo and we look to its future with great confidence."

Located on Park Lane in the heart of Mayfair, the new showroom has been conceived as a refined environment where clients can explore the Sanlorenzo world and begin the creative

journey of shaping their yacht. The space offers a private consultation setting where owners, charter clients and prospective buyers can discover the Sanlorenzo and Bluegame ranges, review design concepts and engage with the shipyard's distinctive approach to made-to-measure yacht building.

The London opening reflects **growing demand for Sanlorenzo among UK owners**. Since Sanlorenzo Yachts UK, part of the Ancasta Group, became the shipyard's exclusive representative in 2020, the team has commissioned nearly thirty yachts across the Sanlorenzo Group, with more than 95 per cent of owners new to the brand.

Demand has been particularly strong for the shipyard's signature SL planing line, including the SL96A, which features Sanlorenzo's patented asymmetric layout - an architectural innovation that redefines onboard space and strengthens the connection between interior and sea.

Nick Hatfield, Managing Director of Sanlorenzo Yachts UK, said: "The opening of our Mayfair showroom marks an important step in bringing the Sanlorenzo experience closer to our clients in the UK and Ireland. London is a more central meeting point for inherently busy owners and now a place where the conversations that shape future yachts can begin.

"For many clients, the journey into the Sanlorenzo world starts with charter, before evolving into a highly personal ownership experience. This new space allows us to introduce clients to the brand, its philosophy and its approach to bespoke yacht building in an environment that reflects the same level of design, craftsmanship and attention to detail that defines every Sanlorenzo yacht."

Founded in 1958 in Tuscany, and now operating from six shipyards across Italy, Sanlorenzo has grown into one of the most design-driven shipyards in the global yachting industry. Each yacht is built to the specific vision of its owner, developed in collaboration with leading architects and designers and distinguished by the shipyard's architectural approach to space, light and connection with the sea.

The opening of the London showroom also comes at a moment of sustained momentum for Sanlorenzo. In 2025, the Group generated over €960 million in revenues from new yachts, with order intake approaching €1 billion, reflecting strong global demand for the shipyard's bespoke yacht and superyacht ranges. This continued growth is driven by Sanlorenzo's distinctive design-led philosophy and its expanding portfolio of innovations, from the flagship 74Steel to the heritage-inspired SHE.

The Park Lane showroom **complements Sanlorenzo Yachts UK's existing base in Swanwick, Southampton**, strengthening the brand's presence in the United Kingdom and providing a central London destination for owners, clients and partners.

Sanlorenzo Yachts UK is the exclusive representative of Sanlorenzo and Bluegame in the United Kingdom and Ireland and is part of the Ancasta Group.

- 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 Yachts in the UK and Ireland.
- For more information on Sanlorenzo Yachts UK visit <https://sanlorenzoyachts.co.uk>

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