

YACHTstyle, the premier boating magazine for Hong Kong



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YACHTstyle started life as a boating supplement for Hong Kong Tatler but is now an entity in its own right. This quarterly, XL Size magazine, is published in Hong Kong and, this fall, a Chinese language version will debut in China.

Drawing on the world's best photographers and yachting journalists, YACHTstyle will appeal to the most discerning of readers, and complements the expanding range of Asian Tatler publications that are part of the Edipresse Group.

Our objective is to bring to our loyal readers interesting and informative articles on the local and international yachting scene.

The magazine has four sections, Logbook, Features, On Board and Style.

Logbook covers boating news, regattas, boat shows and glamorous parties. While boats are interesting, people are even more so and in this issue we introduce Juan Kouyoumdjian, one of the world's top yacht designers. We also take a look at the personal contribution that the King of Thailand has made to sailing.

The Features section of this inaugural issue is dedicated to the America's Cup, and the extraordinary super yacht, the Maltese Falcon.

On Board section, focuses on the practical side of boating. Through a syndication agreement with the UK publisher IPC, we are able to bring our readers in-depth and independent sea trials: this issue features the new Ferretti 630, as well as a mega test of five mighty 62-foot motor yachts

built by Fairline, Aicon, Azimut, Sunseeker and Princess.

In the Style section, the photographer Robert Lam describes the progress of transforming his 60-foot motor cruiser into his dreamboat. Then we take you cruising in the South Pacific.

YACHTstyle will be distributed to VIP Hong Kong Tatler readers and is also available at yacht clubs, key commercial areas and leading bookshops and newsstands in Hong Kong, Singapore and Malaysia.

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