

Tilli Antonelli

Tilli Antonelli passed on a vibe that anything is possible, life is given to us to live so do it and make sure you do it with style, passion and tenacity allowing you to achieve anything you desire. **Tracey Whiteford** learns more about Tilli Antonelli whilst relaxing on the Pershing 80 in Monaco Harbour.



The brains and drive behind the Pershing brand!



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The white leather lounge in the saloon of the newly designed interior of the Pershing 80 is the perfect compliment to frame Tilli who is very comfortable and at home on his legacy, the Pershing Yacht. Looking into his eyes there is a lifetime of experiences that have led him up to this moment in his life. Tilli was born in Ravenna, which is located inland, northern Italy but connected to the Adriatic Sea by a canal. Tilli's love for boats began

as a boy when he sailed on the “Moro di Venezia” alongside Raoul Gardini. This was the period when he made the highly intuitive move of becoming a boatbuilder, together with two friends in 1981 when they launched their first boat. Four years later, following a meeting with Yacht Designer Fulvio De Simoni, the idea to establish Pershing began. The company's first project was the Pershing 45', an open yacht that owed its huge success to a new

way of enjoying comfort and privacy that revolutionised boats for the future.

Tilli Antonelli exudes charisma that demands the attention of all those in his presence. His classic style and demure makes those around him feel privileged to be in his company. This is what sets Tilli apart; even though he stated that his aim in life is to “become un useful” he is obviously far from that juncture in life. Along with designing cutting- >>



edge motor yachts Tilli has a passion for luxury goods that are designed and built as limited addition collectors items. Recently Pershing Yachts formed a relationship with Parmigiani Fleurier Watch Company, producing the limited addition Pershing watch. Each watch is engraved with the Pershing Yacht, its size in feet and only a small number made of each style. Tilli, sporting the number one Pershing watch, took pride in being a part of the design of this range of spectacularly sophisticated timepieces. Expressing his love of classic masterpieces in the form of his own yacht; the limited edition Riva, shows the distinction Tilli places on both his personal and professional life. Everything that Tilli associates himself with has a sporty edge with high performance and opulence in mind. Taking this into consideration, I wonder

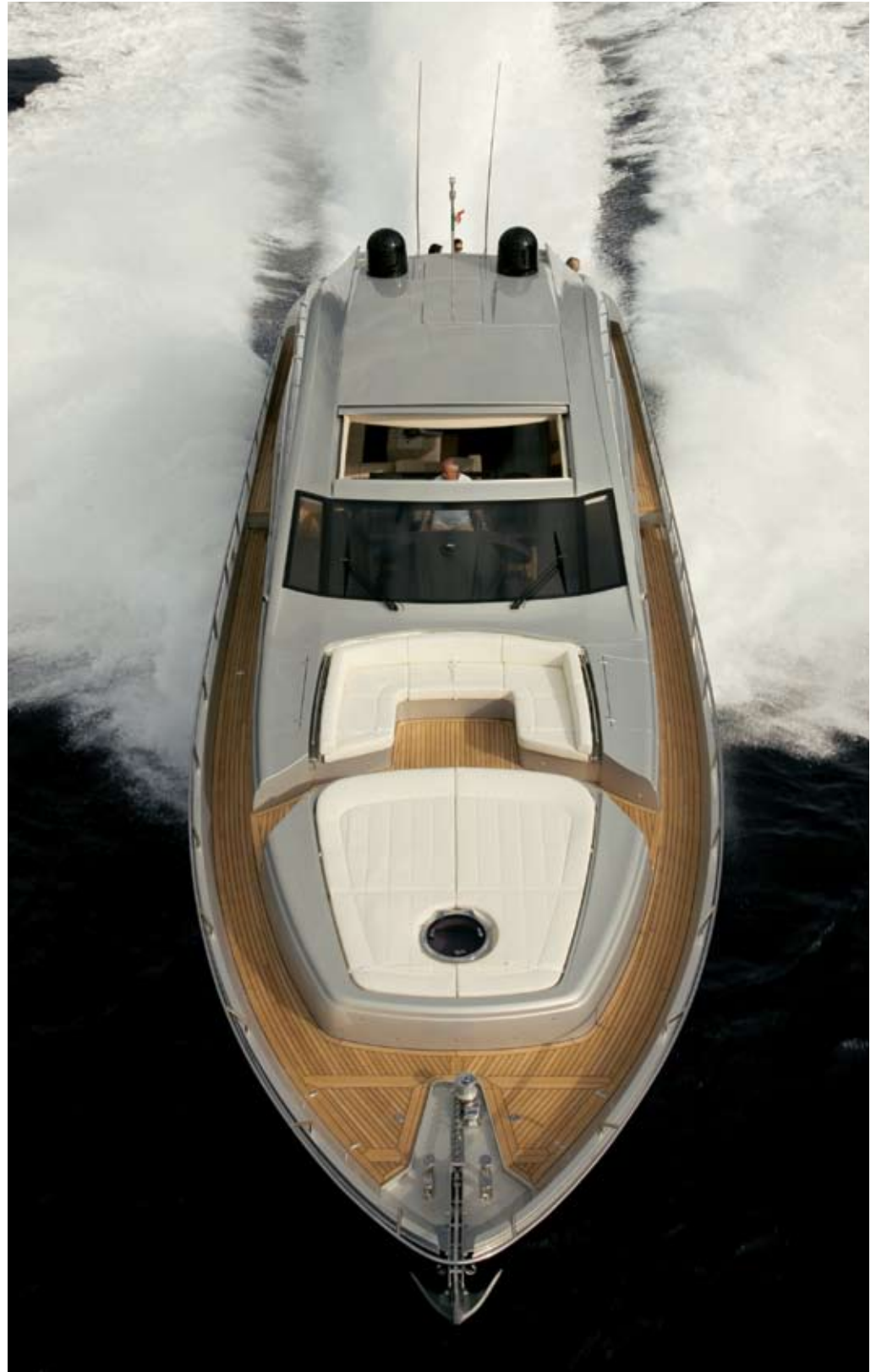
what he plans to reveal when he embarks on his next desire, the fashion industry. When Tilli expressed his interest in the fashion world, it was clear by the reaction of his colleagues that this revelation came as a surprise. If his statement "an idea is nothing unless you follow through and come to a conclusion" is true, we will have to keep an eye out for the future of Pershing's high-end fashion line on the runways in Milan.

Pershing Yachts are, of course, at the top of Tilli's list of life changing events, along with his wife and the amalgamation with the Ferretti group. Tilli expressed he would not change a thing in his life and is very proud of his three children who are all but one in their twenties, two sons and one daughter. He enjoys living close to the ocean in Fano which is in close proximity to the Pershing factory. Tilli

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is a content man that realised he has everything a man could want but chooses to push the envelope in directions he may never have thought possible. The aim for the Pershing Yacht of the future is to extend its already impressive performance but at the same time using less power and consuming less. When Tilli was explaining the dynamics of this concept it was interesting to watch a man with a mind that never stops; he is always thinking of the next angle or feature he can incorporate into his yachts.

The Pershing name continues to expand its horizons, as Tilli is very excited to inform me. In Dubai, a country that expresses itself through unyielding magnificence, a young enthusiastic German has launched the concept called *The Trilogy Buildings* – each being named after famous icons. *The Marine* >>





Legends Trilogy building is the latest of the group of Trilogy sites to be confirmed. They will name each tower individually; Ferretti, Riva and Pershing. It will be completed in 2011. An identical project named *Sports Legends Trilogy* has already opened – the first tower named Boris Becker Business Tower with the other two named *Michael Schumacher* and *Niki Lauda*. This is a proud moment for Tilli – an impressive statement in life when your company name adorns a building in the city of our future.

Mr Tilli Antonelli will continue to be

at the forefront of his chosen industry – performance yacht building – as well as anything else he puts his mind to because he has remarkable foresight. He chooses to be on the cutting-edge by “pushing the boundaries” and as he mentions, “it is important to be switched onto the future market”, introducing new technologies and bringing his vision to life. Keeping his competitors and clients waiting to see what he reveals next, surprise is the element of his ability to “show off and be ahead of the game”, as Tilli likes to put it. 