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There are many different
reasons for buying a yacht.
Entrepreneurs, some of who
own hotels and game
lodges, invest in boats to
offer their clientele an
extra enhancement to their
holiday or for a business
trip.
Some buyers invest in a
vessel as a second home
instead of a flat or
townhouse.
The boat environment can
also provide an easygoing
ambience in which to
conduct business
transactions.

Designer toys for the rich

What do you give
the man or

woman who has

everything?
Believe it or not

there are options

out there,

writes ANNALEIGH

VALUE

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AP stars Cash Money Mil-
lionaires may have coined
the phrase bling bling, but
it seems the term has per-
meated all spheres of local
life. For some the subprime crisis
and high oil prices are not a con-
cern. After years of unprecedented
global wealth creation, designer
toys have taken on a new meaning.
So what does a billionaire do
when he is in the market for a new
car or boat or helicopter?
He visits the Future Exotics
Lifestyle Emporium in Cape Town
for a start.
The emporium is a custom-
built lifestyle venue that features
the world's finest in exotic and
rare vehicles, boats and planes. It
offers services that are focused on
attention to each client's personal
needs, where items can be ordered
to their specifications and

finishes. These custom-made
assets are sou reed at the best pos-
sible price.
Future Exotics will source any
lifestyle asset without the delay of
having to order from agents in
advance, being wait-listed or hav-
ing to deal with supply-and-
demand frustrations.

And the downward spiral of
local and global economies hasn't
stopped anyone. Stocks not doing
so well? An alternative is to put
your money in vintage jewels, or
perhaps to pick up that piece of art
you have been coveting.
Another asset to blow some of
your hard-earned cash on would
be a yacht.
"Recent sales figures have been
good despite the current econom-
ic conditions," says Derrick Levy,
the owner of Boating World, based
at the emporium.

Levy says that sales of smaller
vessels have been affected, drop-
ping by about 20% to 30%, but
there has only been a slight slow-
down in the sales of larger boats.
He says that people buy boats
for many different reasons.
One reason that the market
segment is still experiencing
steady sales may be due largely to
what Levy calls a portable invest-
ment.

He says that in his experience,
entrepreneurs, some of who own
hotels and game lodges, invest in
boats to offer their clientele an
extra enhancement to their holi-
day or business trip.
Levy says that some buyers
invest in a vessel as a second home
instead of a flat or townhouse.
Business transactions are also
conducted more easily in such a
relaxed environment.

If you want to know what the
well-heeled drive, how about the
Bespoke Collection, a series of
Phantoms created by the people
who know the car best — the Rolls-
Royce design team. Characterised
by co-ordinated interior and exte-
rior colour schemes, beautiful
materials, eye-catching detail and
a wealth of carefully chosen
options, the Bespoke Collection
delivers the desirability and
enhanced exclusivity of an indi-
vidually tailored Rolls-Royce.
Exclusivity is guaranteed as
each Bespoke Collection edition
will be produced in limited num-
bers and only be available for a
certain period. You don't juslbuy a
Rolls-Royce: you commission it,
and each one is hand-built and
hand-finished.

The sky's the limit if you have
enough cash to burn.

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