

Lorenzo Frateschi

Monaco-based yachting magnate. President of Moravia Group and Chief Executive Officer of Radio Monte Carlo Network:



People today confuse cost with worth. It's not because it costs a lot that it's luxury. Taking the time to not do anything is luxury - and it doesn't cost you a thing. The simplest things in life are this way. Sometimes you have the perfect piece of bread with the perfect piece of ham on the top of a mountain, and this is luxury. So, it's a question of perspective.

People live their lives now for other people in an attempt to fit into the parameters of social media. They no longer live for themselves. Is luxury to have the latest iPhone to take a picture of this beautiful view, or is it to sit down and actually take in all the beauty of this scenery and have it engraved in you for the rest of your life?

In yachting - a luxury sector - the best time you will have is when you will take the small tender and go in search of small secluded beaches alone with your family, and at that point you become free, the master of your decisions and the sole keeper of your time. As opposed to mega yachts, the tender gives your child an opportunity to look to you for protection; you're the one running the boat in charge of both his and your destiny. The relationship is totally different than if a professional crew is running it for you. You enter in symbiosis with your child or loved one. Luxury is the time you spend with the people that matter to you, people to whose lives you bring added value, and they in turn make you appreciate things like love, friendship, and parenthood.

Luxury is when you can afford to pass on the business deal of your life just to enjoy taking care of your family. It is being able to sit down and be at ease with kings or homeless, enjoying their company and enriching their lives while they enrich you in return with their presence.

