A CRUISER FOR THE ASIAN MARKET
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THE PROJECT AIMED TO PROPOSE A NEW CONCEPT FOR A YACHT TARGETED TO SATISFY THE NEEDS OF THE EMERGING ASIAN MARKET, ESPECIALLY THE CHINESE ONE.

The background context of the project is the need for Bertram, an American deep-sea fishing boat manufacturer, to expand its own audience and enter a new market. Ferretti Group, which owns Bertram, has decided that the Asian market is suitable for this purpose and especially China due to the fast growing pace of its economy and the recent strong signals towards the yacht industry.

Despite all this potential, China (and Asia generally) has its own very strong history and deep-rooted culture that need to be understood in order to succeed when selling a product. This means that, if necessary, every object must be re-thought and adapted to fit such different market, tastes and needs.

In order to get an overall view of the entire situation, I carried out a research that aimed to gain a deep understanding of the targeted market with a special focus on China: trends, market researches, distinctive cultural features have been explored.

Moreover an accurate study of the brand’s design language and styling traits has been carried out. The research involved also experts and people linked to the yacht industry and included a visit at Allt för sjön, Scandinavia’s biggest boat fair in Stockholm.

Once the research part was over, I realized that Bertram had to adjust its product offer in terms of design language and style since the Asian market is culturally far away from the Northern European and American ones. Hence the project has largely been concerned with development of a boat concept that preserves the core values of the company while being also appropriate for a relatively inexperienced and socially oriented customer.