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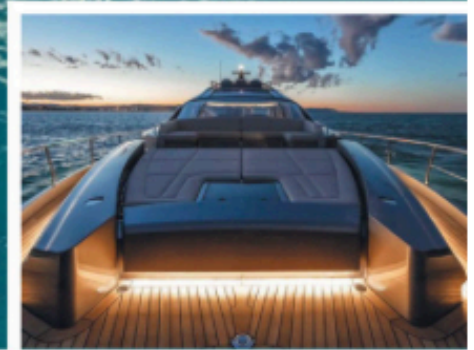
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SHAMIN ABAS
ULTRA-LUXURY BRAND MARKETING
& BUSINESS DEVELOPMENT



Clockwise from left: The Pershing 8X is made of carbon fiber, which allows for lighter weight, greater speed and lower fuel consumption; the sun deck offers generous spaces for relaxation; exterior zones are exceptional in terms of aesthetics and functionality.



Speed DEMON

The latest addition of the Pershing fleet is designed to amaze.

By Jessica Tuikas

With an innovative design and functional yet stylistic aspects, the Pershing 8X is a yacht to be reckoned with.

Palm Beach is synonymous with luxury yachts, and with the brand-new Pershing 8X, the luxury quotient is taken up a notch. The elevated design created by the Ferretti Group incorporates not only a sleek and elegant aesthetic, but also has pioneering elements in and around the vessel that make it unlike anything boat aficionados have seen.

The main element of the Pershing 8X is the carbon fiber that makes up its core. The material makes for a lighter vessel, allowing it to reach higher speeds using less fuel while still having spacious, comfortable spaces on board. "This is what the most advanced nautical dreams are made of," says Nada Serafini, head of sales for Pershing.

The Ferretti Group used carbon fiber throughout the 19-foot-wide yacht, creating larger entertaining spaces inside and out. On the main deck, guests can enjoy a lounge; a dining area that seats eight; and a helm station, complete with a large dark glass sliding roof. On the exterior, there is a swimming platform; a garage to store a Williams Sportjet 345 Jet Tender and a Jet Ski; a cockpit with a sun pad, a relaxation space and a state-of-the-art stairway with access to the sun deck above.

With a design so fresh, it's only fitting the Pershing 8X would also

have technological advancements never before seen in the pleasure-craft industry. For example, the music hull allows swimmers and divers to listen to music as they dive or relax in the ocean. "This is a new way to experience relaxation in the sea with a listening quality never before achieved," says Serafini. "It transforms the hull into a high-definition loudspeaker."

The Pershing 8X debuted in Europe in January and made its official American entrance in Palm Beach at the International Boat Show last month, 1445 SE 16th St., Fort Lauderdale, ferrettigroup.com

PHOTOS COURTESY OF PERSHING, FERRETTI GROUP

