

LUXURY WITHOUT COMPROMISE

# Robb Report



CAR OF THE YEAR 2026



# Armani, Suited for the Sea

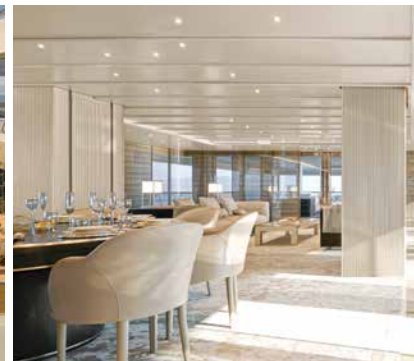
A fitting tribute to the late fashion designer, the 236-foot *No Rush* combines his stylistic sensibilities and love of yachting.

**A** maestro of men's fashion, Giorgio Armani showcased a flair for quiet luxury long before the term existed, beginning with his eponymous suit. The deconstructed garment ushered in 1980s power dressing, a relaxed counterpoint to the conventional corporate garb previously in vogue. This simple, stylized expression of refinement also shines through on the Admiral Giorgio Armani 72M build named *No Rush*, the first of two custom 236-foot yachts conceived by the designer himself in partnership with the Italian Sea Group.

"The sea and design are two of my greatest passions," said Armani when announcing the project in 2023.

Sadly, he passed away just three weeks before *No Rush* debuted at September's Monaco Yacht Show, but he would've loved the fierce dockside buzz generated by its distinctive exterior shape. A serial superyacht owner, Armani was of the mind to introduce a fresh take on nautical "aesthetics and functionality" so that, just as in fashion, "they come together in a natural and elegant style."

*Above: Giorgio Armani's No Rush blends a distinctive exterior shape with a masterful use of open space and subtle colors in the (below, from left) main suite, owner's deck, and private dining area.*



The full-displacement ice-class hull—presented in satin gold—is intended for transoceanic cruising, greatly contributing to the yacht's range of 6,000 nautical miles at 11 knots. Its clean lines are defined by what the builder calls geometric volumes that connect to curved surfaces across the profile, with a signature suspended terrace on the upper deck. At the stern, *No Rush's* squared-off swim platform completes Armani's blocky, minimalist approach.

The designer's focus on onboard livability is apparent through both the large, open interior spaces and the choice of materials, such as black Marquina marble, golden Calacatta marble, and Canaletto walnut. Their strategic use amid the light-colored walls and full-length windows is soft and restrained, as *Robb Report* discovered during a recent tour. Then there are the salon's ivory-onyx floor and decorative-glass curtains that unite the designer's penchant for residential creativity with Admiral's in-house craftsmanship. Yet, for better or worse, the proliferation of Armani logos—festooned on door handles, soft furnishings, and even the captain's wheel—conveys a vibe more akin to the lobby of a five-star hotel.

Meanwhile, the six private quarters offer a master class in customization. The full-beam V.I.P. cabin rivals the main suites of many same-size yachts and is large enough to create two staterooms via a partition door, both with velvet onyx en suites. The owner's deck is the designer's pièce de résistance, featuring a 1,500-square-foot suite with a private lounge that turns into a cinema. Sliding-glass doors lead to the 14-seat dining table, bar, and glass-bottomed pool, and a sunken seating area on the foredeck includes a bioethanol firepit at the bow. Armani also paid special attention to the well-being of the yacht's 19-member crew, creating discreet stairways, generous sleeping spaces, and their own dedicated deck forward of the wheelhouse for socializing.

According to Giovanni Costantino, founder and C.E.O. of the Italian Sea Group, this vessel "feels like entering a true 'Armani world.'" And well it should, as *No Rush* is the swan song that anchors the late fashion magnate's legacy in superyacht design, one that feels impervious to time. **Julia Zaltzman**

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