Absolute S.p.A.
Via Petrarca, 4, 29027 Podenzano (PC) – Italy
T +39.0523.354011 **F** +39.0523.014857
info@absoluteyachts.com
absoluteyachts.com

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ABSOLUTE YACHTS UNVEILS ITS NEW BRAND IDENTITY

New visual identity, new logo and new payoff, "A deeper experience." A natural evolution rooted in the shipyard's DNA and in a vision of luxury deeply rooted in its yachts.

Absolute Yachts unveils its new brand identity at the Cannes Yachting Festival 2026, a project that reflects the shipyard's evolution through a contemporary, sophisticated and highly distinctive visual and narrative language.

The new logo, a refreshed visual identity and payoff, "*A deeper experience*", stem from the values that have always defined Absolute: the central role of the owner, the liveability of spaces, attention to detail, in-house design and an authentic relationship with the sea.

More than a change, this is a natural evolution: a new expression of what Absolute has built over time, finding its most tangible manifestation in its yachts.

Founded in 2002, Absolute has developed a distinctive design philosophy in just over twenty years, in which architecture, light, space and the sea are conceived as elements of a single experience.
Today, this philosophy translates into a new identity built around the product and its most recognizable elements.

THE PRODUCT REMAINS AT THE HEART

Every Absolute yacht is conceived **around life on board**: how the owner will use the spaces, how they will move between environments, where they will spend their time and how they can experience the sea in the most natural way possible.

It is a tangible philosophy reflected in the solutions that have helped make Absolute yachts so recognizable: the **privileged position of the owner's suite**, the **large forward windows**, the **light-filled saloon** created by expansive glazed surfaces, and the meticulous attention devoted to every environment.

Every design choice is therefore driven by a precise objective: ensuring that technology and engineering serve life on board.



“A DEEPER EXPERIENCE”

At the heart of the new positioning is the payoff “***A deeper experience***”, a synthesis of a vision of luxury that places experience at its centre.

A “*deeper experience*” means a more intense relationship with the sea, but also the freedom to experience spaces in new ways, share quality time with the people who matter most, and rediscover a more personal dimension on board.

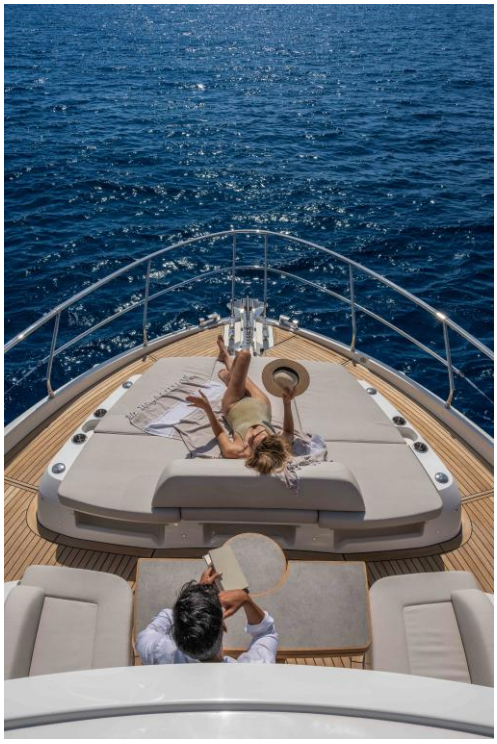
This is Absolute’s concept of “*Deep Luxury*”: a **discreet yet profound form of luxury**, built on authentic connections, privacy, quality and design excellence. A value that goes beyond aesthetic impact, emerging instead through construction choices, materials, attention to detail and the way every environment is conceived.

The yacht thus becomes a place to share time and experiences, rediscover a private dimension away from the noise of everyday life, and experience the sea from new perspectives. **Connection**, **retreat** and **exploration** become three dimensions of an experience in which every space is designed to enhance the time spent on board.

A NEW IDENTITY BORN FROM THE YACHT

The new visual language draws its inspiration directly from the product. The logo, color palette, typography and photographic language have been developed from the most distinctive elements of Absolute yachts, transforming them into visual codes that express the shipyard’s character with greater elegance and immediacy.

One example is the shape of the “eyes” at the bow: the **iconic large windows**, one of the most distinctive features of Absolute yachts. This element is reinterpreted within the new graphic system as a shape capable of framing images and directing attention towards details and content. The same reference also appears in the letters of the new logotype. The pictogram, meanwhile, evokes the profile of a boat emerging and projecting upwards, creating a vertical wake: a symbol that encapsulates movement, direction and a forward-looking spirit.



The color palette and photographic language also originate from the experience of being on board. *Deep Blue* evokes the world of the sea and interprets the concept of “*Deep Luxury*”, while the golden and orange tones of *Absolute Light* visually translate the light and warmth that characterize the interiors and the experience of living aboard an Absolute yacht.

The result is a **contemporary**, essential and sophisticated **identity**, deeply rooted in Absolute’s origins while, at the same time, projecting the shipyard towards the future.

A language that brings the essence of the brand to the forefront: an essence already expressed through its yachts, their architecture, their spaces and the way they are designed to be experienced.

“The new identity allows us to express even more clearly and contemporarily what makes Absolute distinctive. It is a project that **strengthens our recognizability** and accompanies us into the next phase of our development, while keeping the product, people and the experience on board at the centre,” said **Alessandro Tirelli, *CEO of Absolute Yachts*.**

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ITALIAN EXCELLENCE

At the heart of the Absolute identity remains the shipyard's deeply Italian character.

Every yacht is conceived and developed **in-house** at Absolute, from design to finishes, through an integrated design and **production process** that allows the company to oversee every stage directly.

The quality of the experience on board is therefore born from the continuity between what is imagined and what is ultimately created: a philosophy that gives life to 100% Made in Italy yachts, where design, technology, materials and craftsmanship come together to create a harmonious whole.

A NEW EXPRESSION OF ABSOLUTE

The rebranding unveiled in Cannes opens a new chapter in the shipyard's history, bringing into the future a philosophy built over the years.

The relationship with the sea, attention to the owner, the liveability of spaces, meticulous attention to detail and design excellence remain at the heart of the brand. What evolves is the language through which Absolute presents itself to the world: more contemporary, sophisticated and distinctive, while remaining deeply faithful to its essence.

An expression of a vision that Absolute has been pursuing from the very beginning.

A DEEPER EXPERIENCE

Absolute Spa designs and builds luxury yachts from 47 up to 75 feet in the Navetta, Flybridge and Coupé model ranges. The company has been founded in 2002 and it is based in Podenzano, Piacenza (Italy). In the industry, Absolute stands out as a benchmark company, appreciated for its excellence and innovation, and backed by robust financial stability, further strengthened by Wise Equity's investment in the company in 2024. The different phases of studying, planning, and production are developed internally thanks to the merge of high-level professional competencies in the yachting industry. Absolute is renowned internationally thanks to our network of dealers working hand in hand with the company and are committed to its principles. The shipyard is extended on a 65.000 Sqm surface, using geothermic and solar solutions that can control the environmental impact. In addition, a filtered system purifies the air inside the production site while disposable materials are managed sustainably and properly for the environment. Absolute is the symbol for experience, innovation, and practicality with yachts appreciated all around the world. Today, the company has solidified its place inside the yachting industry worldwide by winning several international awards for the design and architectural characteristics of the boats.
Website: www.absoluteyachts.com

Wise Equity is an asset management firm specializing in private equity funds dedicated to leading Italian small and medium-sized niche companies. Through the Wisequity VI fund, the company recently acquired a majority stake in Absolute S.p.A., joining the founding partners in an ambitious project aimed at further restructuring, international development, and growth.
Website: https://www.wisesgr.com