

b.

create. inspire. connect.





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We are b. creative.

We are a full-service agency, providing conception to direction, photography and video, editorial services, luxury print and marketing collateral, plus events of all sizes.

We have more than three decades of experience working with ultra-high-end brands. We know luxury. We do luxury.

We pride ourselves on working tirelessly with dedication and passion to create the very best for our clients and their customers.

We would love to discuss your next project with you. Get in touch and let's be creative.



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We deliver a wide range of high-quality projects for a worldwide client list spanning superyachts, luxury cars, fashion, private aviation, fine jewellery, watchmaking and more.

Our network of world-class professionals includes photographers, stylists, fashion directors, film directors and journalists.

Our team is dedicated to delivering outstanding creative solutions.

We can offer you the following services:

- Luxury publishing
- Bespoke events
- Branding
- Moving image
- Art direction
- Editorial

Introduction



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Design. A comprehensive service including branding, logo design, advertising, marketing collateral and invitations.

Art Direction. Strategy, style guidance and production for advertising, video, print publication, lifestyle, fashion and still-life photography.

Production. Talent casting, logistics, teams and locations for local and international photo shoots.

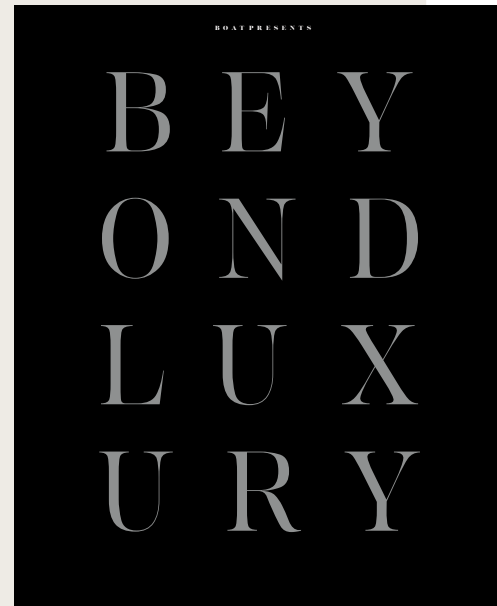
Print publishing. Corporate publishing, magazines, brochures and bespoke books.

Film. Planning, shooting, editing and production.

Events. Production, strategy, execution and consultancy.

Editorial. Consultancy, content creation, copywriting and editing.

Luxury publishing



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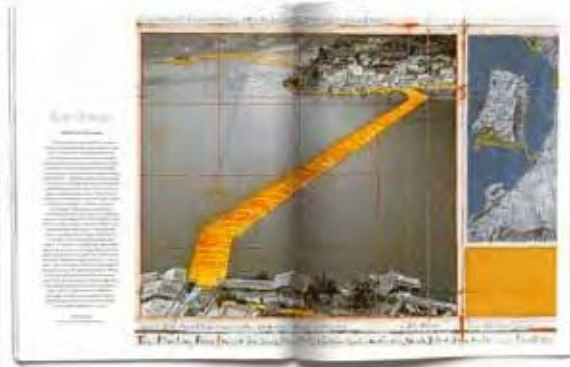
We have more than three decades of experience specialising in designing and luxury publications. Our services span corporate publishing, high-end magazines, brochures, bespoke books, annuals and more.

SUPERYACHT
Interiors



BOAT





Bespoke events



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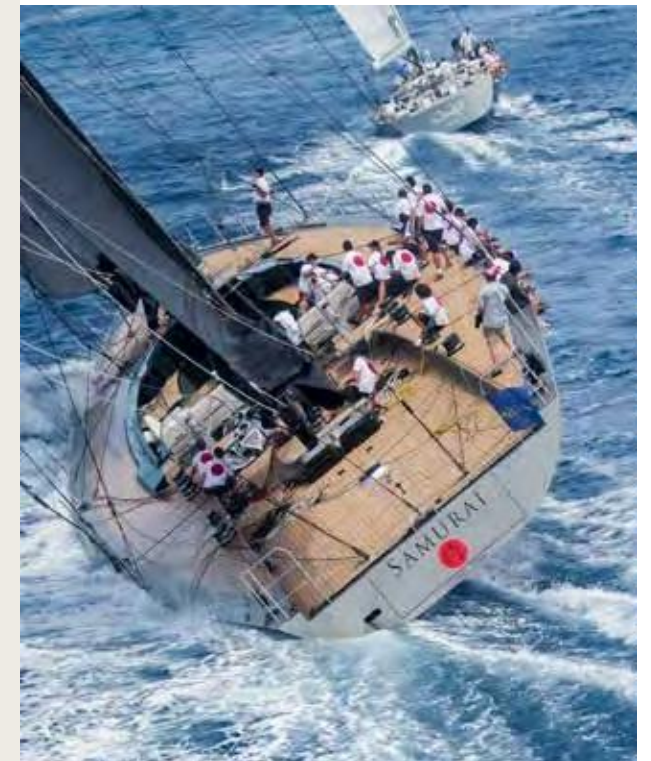
Our team has a wealth of experience in curating and producing spectacular high-end events. We believe anything is possible and provide expertise in event strategy, design, logistics, production and execution to deliver truly unique and unforgettable experiences.



Bespoke events

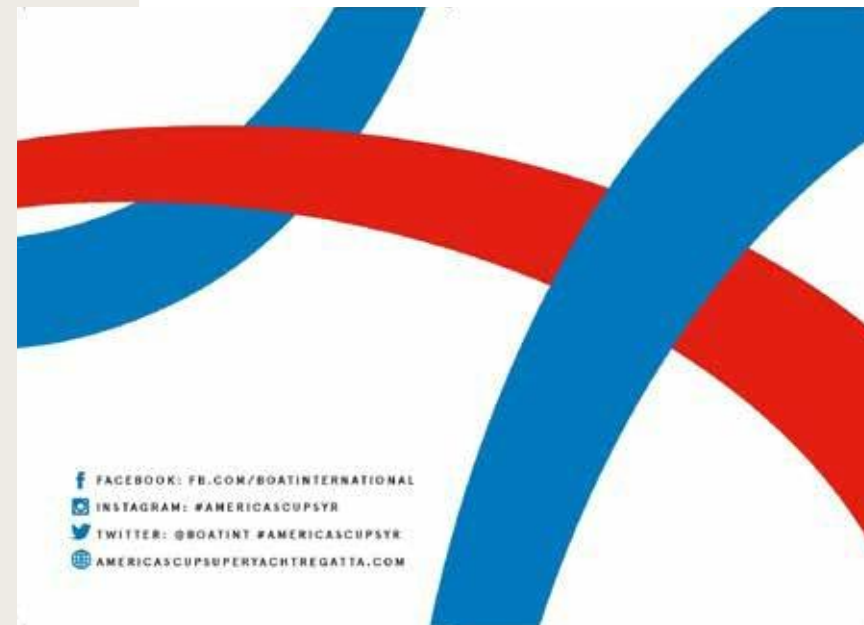
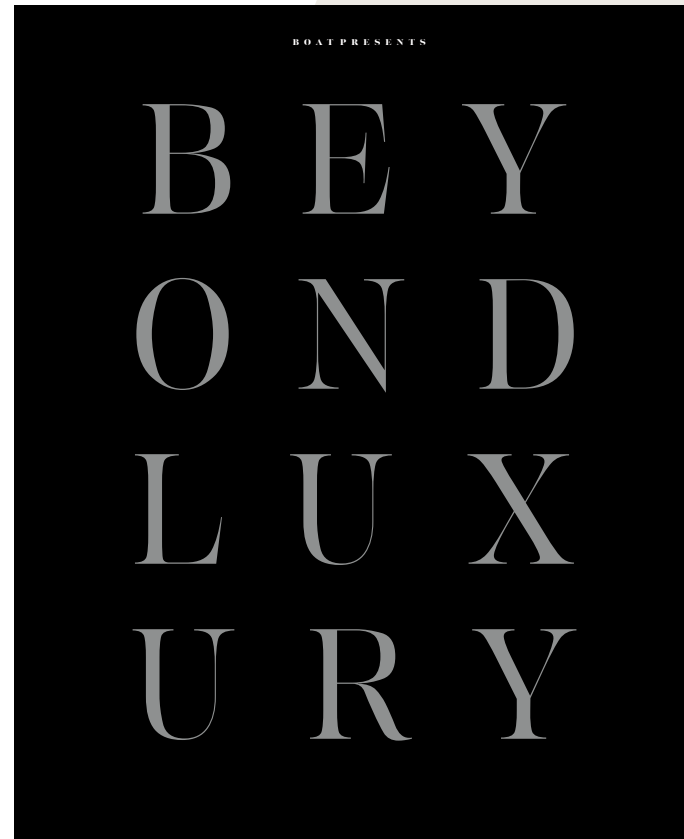


“No one else could have put this on like you did. It was remarkable and a delight to be there” EDDIE JORDAN



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Branding



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We offer a comprehensive branding service including strategy and positioning, logo design, marketing and advertising asset creation, plus a wealth of bespoke event collateral.

Video



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We create dynamic moving images to capture an audience's attention and drive engagement. We can provide creative direction, storyboarding, casting, logistics, shooting, editing and production.

Art direction



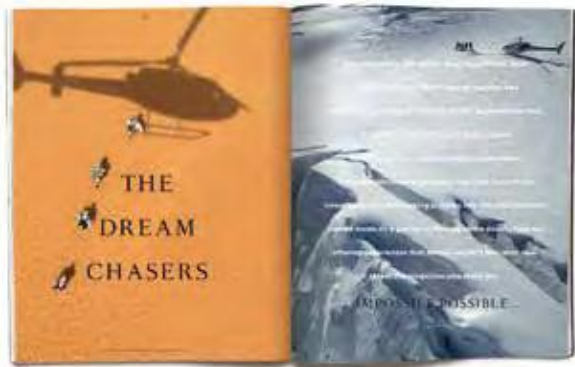
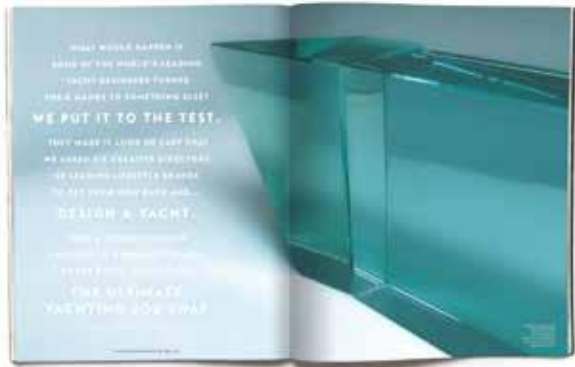
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We can interpret your brief and turn it into something that will resonate with your audience. We provide initial concepts, creative strategy, style guidance and production to create striking advertising, imagery, print publications, lifestyle, fashion and still-life photography.



Editorial

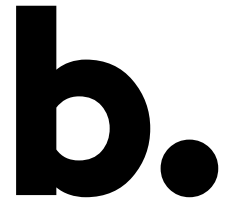
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Our world-leading network of journalists and writers specialise in high-end editorial. We can provide strategic direction, consultancy, content creation, copywriting and editing.



Contact



Co-chief executive officer

Tony Euden

Tony Euden brings more than 20 years' experience in luxury media, brand leadership and high-end events from around the world. Having worked at BOAT International Media for 15 years, he has been a key figure in transforming the luxury media business from a print-only proposition to an industry-leading multimedia operation.

As well as heading up the publication of 1.4 million luxury magazines to 57 countries a year, Tony is also responsible for delivering 14 editions of the prestigious annual World Superyachts Awards, and has established a portfolio of some of the most exclusive events in the global calendar for the wealthiest audience in the world.

Editorial director

Sacha Bonsor

Sacha Bonsor has been a journalist for 20 years. After working on the features desks of many of the UK's national newspapers, including as features editor of *The Times*, she moved into magazines, drawn by their creative flair and lasting content. In 2010, Sacha became editor-in-chief of *Times LUXX*, turning it from a quarterly supplement into a monthly magazine, before moving to *Harper's Bazaar* where, as digital director, she oversaw the site's relaunch, as well as the launch of *Town & Country*. In 2014 Sacha took the reins at *BOAT International* as editorial director, where she oversaw the overhaul of the brand across all platforms. She brings a wealth of expertise and creativity to our audience and our clients, across all sectors.

Creative director

Christopher Whale

Christopher Whale has worked in editorial design on a range of high-end luxury titles for two decades. Having launched his career at *Harpers & Queen*, he went on to art direct for some of the UK's most prestigious luxury magazines, including the *London Evening Standard Magazine*, *Tatler* and *Harper's Bazaar*. Christopher works with the best photographers in the world, including Rankin, David Bailey and Arthur Elgort, and previous collaborations have included Sir Paul Smith and Philip Treacy. He has also worked with commercial clients such as Graff Diamonds and Mercedes-Benz. As creative director at BOAT International Media, Christopher has overseen the rebrand and redesign of and the company portfolio.

Head of marketing

Claire Tracey

Claire Tracey has more than 17 years experience working with premium and luxury brands. Specialising in brand strategy, positioning and development, as well as overseeing international marketing campaigns, her work has achieved chart-topping recognition from *Marketing Week* and *Campaign*. She has led global brand and product launch strategies including defining and directing photography and videography shoots for the world's most famous luxury cars. Her experience also includes designing CRM programmes, curating brand experiences and creating full 360 marketing assets in print and digital. Claire now leads BOAT International Media's marketing and communications across events, publications and market intelligence.

Co-chief executive officer

Toby Moore

With a series of key leadership roles at The Telegraph Media Group, Hearst and Time Inc, Toby brings a unique wealth of knowledge and experience to our clients. He has 25 years' experience working for world-renowned publications including *Cosmopolitan*, *Marie Claire* and the *Saturday Telegraph Magazine*, launching the Telegraph Luxury brand and building a network of luxury clients and relationships within the UK and internationally. In his first year at BOAT International Media, Toby's leadership achieved double-digit revenue growth for the business. During this time, he also launched BOAT's *Beyond Luxury* publication as well as the *Life Under Sail* and *12/24* supplements.

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