



Catch the racing bug

Albert Büll first participated in the Loro Piana Superyacht Regatta in 2010. This year his 45 metre *Saudade* won the Loro Piana Prize. The delighted owner explains the allure of the competition – and the vibrant social scene, too

As an entrepreneur and partner in the B&L Group, Albert Büll is no stranger to the concept of perfection. His real estate and property development business is testament to the years he has spent practising the art of fine-tuning. It's a principle that he has applied to his other passion – sailing, and in particular to big boat racing.

His yacht, the Bill Tripp-designed 45 metre *Saudade*, is that perfect compromise between luxurious cruiser and consistent performance racer and Büll, who took delivery of the yacht in 2008, was quick to embrace her potential. "I first took part in the Loro Piana Superyacht Regatta in 2010," he says, "and I have competed in five since then, including four in Sardinia and one in the Caribbean."

At the Loro Piana regatta in Sardinia in June 2015, his persistence finally paid off. After

a thrilling contest between old rivals and new friends under a new rating system, *Saudade* pipped fellow regatta veteran *Ganesha* to take not only the Class win, but the overall prize as well. "I am very happy," smiles Büll. "Many things came together for us at that event. Onboard systems

teamwork, strategy and sail handling all combined to make it a great regatta for *Saudade*."

That the Loro Piana regattas keep drawing Büll back speaks as much about the events themselves as about Büll's determination to win the ultimate prize – overall victory. His drive for perfection is mirrored in the ethos of Loro Piana – an Italian enterprise that has defined excellence in raw materials, fabrics and finished products since its foundation at the start of the 19th century. The Loro Piana family, too, has applied its principles to the regattas that bear its name. With their passion for sailing and racing,

"Many things came together to make it a great regatta for *Saudade*"





La Maddalena and the islands to the north of Sardinia provide a spectacular backdrop for the Loro Piana Superyacht Regatta

- they are always present as a competitor as well as the hosts - there is an intrinsic family feel that pervades the event in Sardinia. The location helps, too, of course.

"The Yacht Club Costa Smeralda is one of the great yacht clubs in the world," Büll explains, "and to sail in the area is challenging and interesting. Just the fact that the event is held at the YCCS is a great drawcard in itself."

The Loro Piana Superyacht Regatta is more than just a chance to enjoy action on the water, however, and great emphasis is placed on the social scene. This is an event with a warm and friendly feel, where old acquaintances can be renewed and new friends can be made - all against the comfortable and welcoming backdrop of the yacht club and the Loro Piana company. "The social events are very nice," Büll enthuses. "This year, the entertainment by singer/songwriter Delta Goodrem on two nights was fantastic. The Loro Piana Owners' Dinner at the YCCS clubhouse was excellent and the beach party at Phi Beach, with the sun setting over the horizon, was great. It helps that the weather was perfect, as it often is in the Costa Smeralda area."

Büll may be considered a regatta veteran by now, but his passion and enthusiasm are as strong as ever. And for those who are thinking about taking their first tentative steps into superyacht regattas, Büll has some sound advice. "Just do it," he states. "You will enjoy it. Even though the competition and the racing can be strong, the start format allows for near-novice teams to compete. The racecourses are spectacular and the racing rules provide very safe conditions for all competitors. The race organisers provide enough excitement for the experienced racing yachtsman as well as for someone wanting to try superyacht racing for the first time." Sounds perfect, doesn't it?

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Get the look

Our pick of iconic Loro Piana pieces

For Loro Piana, these regattas are also a brilliant way to celebrate the brand's sporting passions, not just in sailing, but also in the similarly genteel arenas of classic cars and equestrian pursuits. Fusing elegant design with high-tech materials, Loro Piana's signature styles are a clear winner whether you're on board, on horseback or in the driver's seat.



Bomber Windmate®, £1,585

My Sailing Bag, bicolour, reversible, £2,125



Scollo V Classic Baby Cashmere, £800



My Sunglasses N.O., £1,015



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Horsey® Pants, £440

HORSEY WORLD

The stable is one place your style should never let you down. Thanks to Loro Piana's Horsey® line - dedicated to the world of equestrian sports - it never will.



Horsey® S Wind Soft Storm System, £1,680



Horsey® Plongé, £415

