AUTUMN EDITION

FINEST MOMENTS

Inspired by the Sea





Kommer Damen

The state of yachting today

Kommer Damen is not a man who needs much introduction. He has been the face and name associated with one of the world's largest shipbuilding companies, the Damen Shipyards Group, for over 50 years. When he ventured into the yachting industry in 1991 with the acquisition of Amels, nobody could have predicted the success that would follow with his visionary build approach and the introduction of the Amels Limited Editions.

How certain were you that your build approach would work in yachting?

"We were building serial ships in our commercial vessels branch and that was quite the success, so I expected the Limited Editions platform to also be successful. The platform allows you to build better boats. You can put much more effort in the design and development of the vessel, whilst still offering your clients a shorter delivery time."

How has the market changed over the last 20 plus years?

"We see a tendency to build larger. The largest yachts built in the 60's and 70's were about 40 to 45 metres and now we see the 60 and 80 metres yachts, like the ones we build. There is a demand for even bigger yachts as well, but I think that we, in the middle segment, are in the right range. And if we should decide to build larger yachts, we should do that semi-custom as well. It will come with its own set of challenges, there is more capital involved."

What shifts will we see in the future?

"Looking forward 10 years from now, the main changes will be fuel related. Following the global tendency to try to have less impact on the environment, the way vessels are propelled will be different. Electrical, hydrogen, there definitely will be a change."

Are there advantages to being involved in the military, commercial and luxury sectors combined?

"The combination of the three sectors provides stability within the organisation and I embrace them equally. Operating in three sectors means we are less dependent on different market developments and can share knowledge and learnings. Being powerful in so many markets and being the market leader makes the company as a whole stronger. The military market is a typical market for high end military combat vessels and the market for commercial vessels is more competitive. Yachting is different than the other markets in the sense that it is also a consumer market. Very intriguing, it is the pearl in our chain of activities."

"It is not just our business. It is our life."

Kommer Damen.

What are the challenges and gains of being a family business?

"The big advantage is that we can take decisions for the long run. We can invest in new developments which will take years before they are profitable. Our long-term perspective also comes with a responsibility and commitment to preserving the legacy and reputation of the company for future generations."

What has kept you motivated throughout your career?

"The challenges! Shipbuilding is a complicated business; its complexity requires specialised knowledge, while requirements, competition and cost price pose their own unique issues. For instance, can we build in a high labour cost environment like the Netherlands and still be competitive? That was a very difficult question. We created answers, and diverted a large part of our production to other countries. We are faced with new and different challenges all the time. It is exactly this problem-solving that can keep you interested in this business for your entire life."

Where do you think the success of the Amels Limited Editions lies?

"The build approach. Because you repeat the same thing, you have a lower cost price, also the engineering costs are divided over the series instead of being applied to one ship. It has enabled more lucrative deals with co-makers, who are happy to participate in the series build. And, what we now also see is the Limited Editions yachts have a higher resale value in the market, which is an important factor for our clients."

Which yacht would you choose to spend free time on with your family?

"No need to think twice - the Amels 80!"



Kommer Damen still maintains an active role in the family business, managing relationships with clients, co-makers and investors, creating mutually beneficial partnerships. All those within the company share a deep sense of loyalty and commitment to work together. Employees, clients and co-makers all treat one another as if they are family.

Kommer Damen has been in the shipbuilding business all his life. An industry known for dedication and innovation. A profession that requires a combination of technical expertise, creativity, and passion. The Amels 80 is the latest addition to the proven Limited Editions platform he created.



Amels 80

Evolution is in our DNA



Project Manager Romke van der Linde shares his candid insight into the build of the Amels 80 and why, when it comes to building boats, it's the human factor that carries the greatest influence.

"If you address a project very much from a business prospective while keeping to the letter of the contract, you will always be on the safe side. But I don't, I can't. That's not how I'm wired."

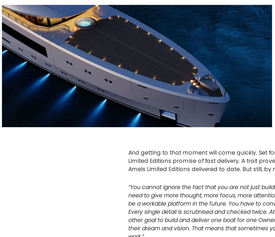
For many outside of the shipyard walls, the Amels 80 will no longer only be the design introduced some 18 months earlier. With the first hull of this new Limited Editions arriving in Vlissingen for outfitting, things are about to get and look very real. A milestone by no means underestimated by Romke, an experienced Amels Project Manager leading the build.

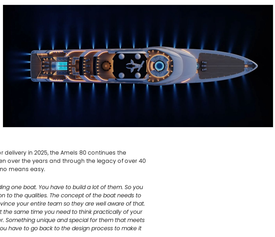
"The way I look at this is different to what you might expect. It's a great moment, yes but I don't look at what we are doing through rose tinted glasses. I look at the reality. Boats aren't built by systems, boats aren't built by companies, boats aren't built by software, boats aren't built by machines. Boats are built by people. That is my motto. That's what it's all about."



An opinion based on 16 years with the company when he joined Damen Yachting from a very different industry but one also focused on large-scale complex engineering projects. Taking on one of the early Amels 175 LADY NAG NAG, his first project proved to be a major learning curve in the world of yacht building but one he embraced wholeheartedly and still turns to for inspiration.

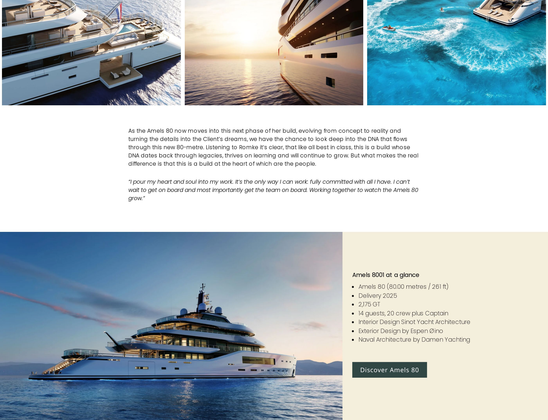
"I always make a point of remembering the first time I came here, my first day. It's important to give new employees the opportunity to learn and develop. Install curiosity – what do you think, how do you look at the work and what do you have to do to get quality and reach positive results. The answer is always to never cut corners but to make sure you do it right. That attitude has not changed that has remained the same."





And whilst attitude may not have changed, logistics and capacity have. The yard has grown from having two projects on the go, to a current average of 10. A serious change and growth over time that is not without challenge.

"There are quite simply more people at the yard. We are five times bigger than when I joined so you are not working with the same people each time. You have to do everything you can to build up the team and to make sure the team is working well together. In such a way that they will come to you and address a problem if it arises so you can strive to solve it together. Of course mistakes can be made but that is what people learn from. There will always be challenges but it's how we handle them that matters."



Leading the build of the first of a new design comes with additional complexities such as the added pressure of knowing that all learnings and findings are needed to feed back into the series. It would therefore be easy to approach this build with a very practical perspective, ignoring the emotion and focussing purely on operations and targets. A notion that Romke quickly dismisses.

"It goes beyond making money, above making the deadline. If the human part, the people aspect, is working well, the project will run smoothly and the financials and quality will follow as a result. I guess we really only know if we succeeded fully when the second third and fourth hull are also successful. But focussing on the goals with this build it's much more people driven. You want the customer to be happy. You want your team to be happy. You want to be stood together at the Naming Ceremony with your team saying we did this together, this was teamwork, the moment the champagne bottle hits the hull."

And getting to that moment will come quickly. Set for delivery in 2025, the Amels 80 continues the Limited Editions promise of fast delivery. A trait proven over the years and through the legacy of over 40 Amels Limited Editions delivered to date. But still, by no means easy.

"You cannot ignore the fact that you are not just building one boat. You have to build a lot of them. So you need to give more thought, more focus, more attention to the qualities. The concept of the boat needs to be a workable platform in the future. You have to convince your entire team so they are well aware of that. Every single detail is scrutinised and checked twice. At the same time you need to think practically of your other goal to build and deliver one boat for one Owner. Something unique and special for them that meets their dream and vision. That means that sometimes you have to go back to the design process to make it work."

Making it work is exactly what motivates Romke through every step of the build. Not just with the project team but also with production, co-makers, crew and of course the client team as well.

"You have to look for partners who may not be the cheapest, but who are the best. The best for the platform. On top of going for top quality and the best technology, you have to go for the best teams the best people. You need to know what you are getting into and decide what you are willing and not willing to do. I like proven technology and making sure that the platform is correct, that the foundation is correct. There also have to be elements of give and take with the Owner's team. Have the same goal even if you are on different sides. I sometimes say to the Owner's Rep 'Every great Project Manager has a can of oil on his desk. If my can of oil is empty, then it needs to be filled. Give and take. That's how I try to work so as not to get stuck in details."

As the Amels 80 now moves into this next phase of her build, evolving from concept to reality and turning the details into the Client's dreams, we have the chance to look deep into the DNA that flows through this new 80-metre. Listening to Romke it's clear, that like all best in class, this is a build whose DNA dates back through legacies, thrives on learning and will continue to grow. But what makes the real difference is that this is a build at the heart of which are the people.

"I pour my heart and soul into my work. It's the only way I can work fully committed with all I have. I can't wait to get on board and most importantly get the team on board. Working together to watch the Amels 80 grow."

Amels 8001 at a glance

- Amels 80 (8000 metres / 261 ft)
- Delivery 2025
- 2,175 GT
- 14 guests, 20 crew plus Captain
- Interior Design Sinot Yacht Architecture
- Exterior Design by Espen Øino
- Naval Architecture by Damen Yachting

Discover Amels 80

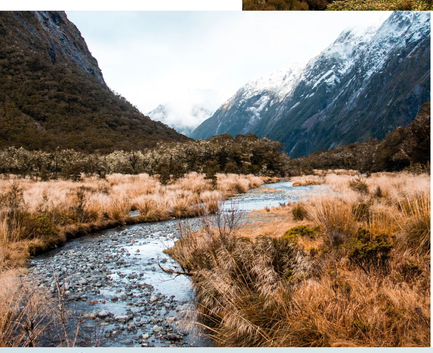
Going Wild in New Zealand

The summer season may be drawing to a close on this side of the equator but for our friends down under, it's just starting to heat up! We took a deep dive into what New Zealand has to offer. And if epic adventure and natural beauty feature high on your must-haves for an ocean escape, then South Island won't disappoint.

It's staggeringly beautiful coastline and diverse landscape provide a wealth of unforgettable experiences making this part of the land of the Long White Cloud an incredible yachting destination for guests and crew alike.

South Island: 43°25'11.62" S 171°12'44.39" E

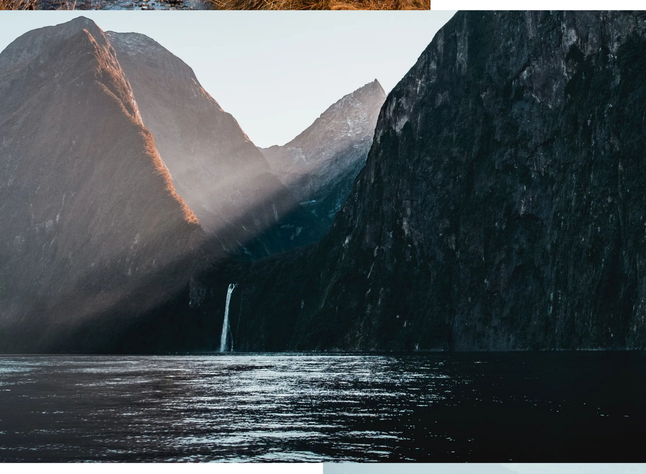




Pacific Playground

With its strong ocean connections, South Island is perfectly positioned for a South Pacific yachting itinerary. Laid-back charm combines with intense and exceptional natural beauty providing adventurous opportunities for thrill-seekers, gastronomic experiences and exploration. The craggy coastline has plentiful anchorage options with sheltered bays and island coves complimented with deep and calm waters.

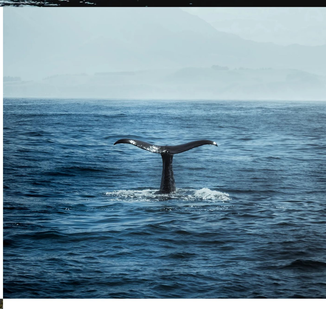
"Laid-back charm with intense and exceptional natural beauty."



Sounding out the South

The yachting haven Marlborough Sounds has been a renowned cruising area for sailors of centuries past. Aside from the natural safe havens, perfect cruising and anchoring conditions, the Sounds are stunning with tranquil waters of the bays, inlets, and coves ideally suited for watersports.

Yacht tender is the best way to access hiking opportunities here; the Queen Charlotte Track has stunning coastal views and is bordered by lush forests and rugged mountains. Refuelling after activities is recommended with the local cuisine – especially in the charming town of Havelock for world-famous mussels. Wash down a day's exploration with some award-winning sauvignon blanc. Marlborough is New Zealand's largest wine-growing region and home to over 140 wineries, from the well-known Cloudy Bay to smaller boutique estates, with plenty of options for cellar door visits..





Natural Wonder

The wildlife is abundant wherever you venture but Kaikoura is a top spot for whale watching and is renowned for its entertaining and friendly local seal colony. This picturesque east coast town is ideal for exploring but don't leave without tucking into a plate of the delicious local crayfish.

The backdrop of glacial valleys, mirror-like reflections and plunging cliffs makes up Fiordland's iconic world heritage listed destination. Down on the remote southwest coast of the island, the area is a natural wonder full of yachting opportunities. Cruising through the Milford and Doubtful Sounds are magical. The calm waters make for the perfect kayaking spot where adventures will be shared with seals, penguins and bottlenose dolphins.

"Cruising through the Milford and Doubtful Sounds is magical."



View from Above

For a bird's-eye view over the region, helicopter flights give you the best vista looking down into the spectacular Fiordland, onto dramatic peaks, over the waterfalls and across the glaciers. Back on land, there are plenty of guided hikes within the glaciers and natural thermal pools to soothe tired muscles.

The world's adventure capital, Queenstown, offers access to the best adventures, from jet boating and rafting to horse riding and bungee jumping. Its bustling, cosmopolitan feel also offers luxury shopping and dining opportunities.



Untouched Jewel

The subantarctic Stewart Island, or Rakiura, is around 30 kilometres south of the South Island and is the perfect addition to an itinerary. Explore the island's hidden coves, hike through the forests or relish in this remote tranquility. And this unspoilt island of raw beauty, a national park, is home to the iconic flightless bird, the kiwi, and the ideal location to witness the enchanting Southern lights.

With some of the world's most incredible landscapes, New Zealand's South Island is perfect for those looking to seek out natural beauty and adventure, both on and offshore.





SeaXplorer: The Director's Cut

Following the success of the recent SeaXplorer mini-series produced to showcase the builders, designers, engineers, experience and minds behind the Damen Yachting range of go-anywhere, luxury explorer yachts, presenter Bill Springer shares his final thoughts on how it was to go on tour with Xplore.



I'm not a rockstar. But I must admit, I felt like one, an old one, that had just finished a world tour when filmmaker Charl van Rooy and I shot the last segment of our Xplore video series by the Thames in London. We'd just spent the morning shooting Jonny Horsfield and his team at H2 Yacht Design in West London. As you can see in Episode #6, the footage we got with him was fantastic because he not only explained just how challenging and rewarding it is to design an interior for a SeaXplorer 60, he also shed light on why SeaXplorers are so well suited to Owners who want to explore everything from remote atolls in French Polynesia, and marinas in the Med to the Antarctic peninsula.

But like old rockstars at the end of a long tour, Charl and I were ready to rest a bit after that last shoot in London. Looking back, I'm not surprised we were tired. The "Xplore Tour" brought us to the Damen Yachting shipyard in Vlissingen, another Damen Yachting Shipyard in the Turkey, the Monaco Yacht Show and the Explorer Yacht Summit in Monaco, as well as the UK where we visited H2 Yacht Design in London and Design Unlimited on England's south coast over the span of a few months!



But I'm not complaining. Ever since I was a young boy, I've wanted to go on adventures. And that thirst for adventure has only intensified as my "job" as a yachting journalist has brought me aboard superyachts and expedition ships all over the world. So, when the Damen Yachting team came up with this idea to tell the inside story of all the different elements—shipbuilding excellence, creative design, and expedition experience etc.—that makes the SeaXplorer line of yachts so special, I was all in.

And I think the best part of this series is not only being able to learn from the experts like SeaXplorer Design Manager Enrique Tintore and Damen Yachting's Director of Sales Rob Luijendijk about the genesis of the SeaXplorer line, but how the Damen Yachting team works with clients to customise each new SeaXplorer that gets built. I love how these videos also shed a little light on the people and personalities behind the scenes.



But the truth is even though I've visited countless shipyards over the last 25 years (yikes!) I've been a yachting journalist, I didn't really understand just how many talented people it takes to build a SeaXplorer until I visited the Damen Yachting shipyard in Antalya with Enrique. And the cool thing is, the video Charl produced not only shows the two different SeaXplorers that were under construction in Antalya when we were there. (No wonder it's one of the most viewed videos from the series.) We also learned directly from Enrique and local Project Manager Ilker Yitik how every aspect of each build—from welding to the final preparations before delivery—are held to extremely high standards.

When we finished filming at the shipyard in Turkey, Charl, Enrique and I then flew directly to Monaco to attend the annual Explorers Yacht Summit at the Monaco Yacht Club (like rockstars!). Enrique spoke on a panel while Charl and I learned how some Owners are using their explorer yachts to make a positive difference in the world by helping scientists conduct vital ocean research. We also interviewed the founder of the event that brings the explorer yacht community together as well as a yacht captain that had more stories of expedition excitement and adventure than we could fit in our short video.





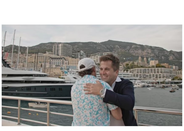
Enrique Tintore and Rob Luijendijk sharing their knowledge of all things SeaXplorer with Bill.

Meanwhile, our chat with Rob Calum from EYOS and Erik Spek of Azure together at the Monaco Yacht Show shows how Rob and his EYOS team (with many decades of knowledge and experience leading expeditions around the world) have shared knowledge with Erik's firm (he has many decades of technical experience in design, marine engineering and naval architecture) to create the ultimate explorer yacht.

So, what have I learned after the "Xplore Tour?" Well, after diving headfirst into the SeaXplorer life, I'm reminded that the sky is the limit when it comes to ocean exploration. Life is about exploring. And what better way to do it than on a SeaXplorer?

Watch the Xplore episodes

Much like her sisterships ANAWA and LA DATCHA, PINK SHADOW stands out as a yacht ready for adventure. With her striking design, masculine lines, unique colour scheme, luxury custom interiors and proven capabilities, this SeaXplorer 58 looks the part. She has been built and designed to meet the adventurous Owner's globe-trotting lifestyle with family and friends to explore polar and tropical regions alike.



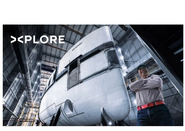
Xplore - Episode 1

Welcome to Monaco. The home of superyachts and the perfect destination to kick off our introduction to the first episode of Xplore.



Xplore - Episode 2

In this episode, host Bill Springer travels to Holland to meet with the Damen Yachting team who brought the SeaXplorer concept to life.



Xplore - Episode 3

A first in-depth look at two of the SeaXplorer yachts taking shape at our shipyard in Antalya.



Xplore - Episode 4

We head to Monaco for the Explorer Yacht Summit where industry elites meet to discuss the latest trends in the explorer yacht market – a field in which Damen Yachting is a key player.



Xplore - Episode 5

In this episode we return to Monaco to meet with the exterior design team behind the SeaXplorer concept and we'll go behind the scenes to find out how they collaborated with real world explorers to perfect this new breed of superyacht.



Xplore - Episode 6

In this episode we travel to England to explore two very different interiors designed for two very different SeaXplorers that are currently under construction.

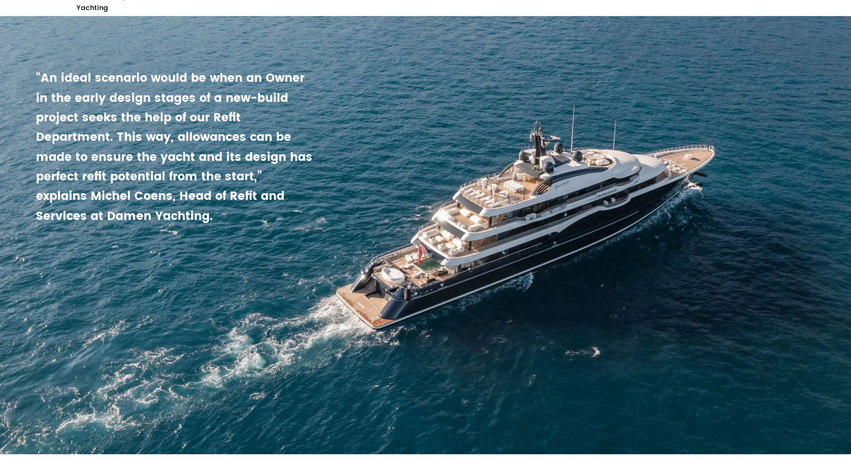
Inspiring Refits



Michel Coens, Head of Refit and Services at Damen Yachting

Why brand-new yachts should be built ready for refit

If you're not already, imagine you are building a superyacht. The designs are just being drawn up and you are well on your way to making your dreams come true. Then imagine being asked how you would like this yacht to look and feel in five or 10 years' time. If you're a natural visionary, the answers might come easily; however, for the majority, the distant future is still largely unknown. Yet this is the preferred way of working for our Refit Department, and many superyacht Owners have already benefited tremendously from this futuristic approach.



"An ideal scenario would be when an Owner in the early design stages of a new-build project seeks the help of our Refit Department. This way, allowances can be made to ensure the yacht and its design has perfect refit potential from the start," explains Michel Coens, Head of Refit and Services at Damen Yachting.

Design for the Future

In most new superyacht designs today, there are already elements such as cable and technical infrastructures and a solid AVIT backbone that can be easily upgraded to house new technologies. "Technology moves fast and so this kind of futureproofing has become essential," says Michel. Fashion is another variable factor, and as interior styles change, an Owner might like to modernise a space. "Time and use will always take their toll," he adds. "Owners who opt for smart interiors with, for example, new panels that can easily be changed will save time and money when the time comes for a refit."

One recent superyacht refit project that has continued to grab headlines is the 89-metre Amels HERE COMES THE SUN. Redelivered in early 2023, this project not only demonstrated just how strong the shipyard's refit facilities are, but further proved that incorporating refit-friendly design elements into the original design is highly beneficial. "Looking ahead and deciding on the future of your yacht is what will ultimately make a new-build yacht futureproof, easy to update, customise and maintain," adds Michel.



Unlimited Possibilities

The HERE COMES THE SUN refit was completed in an astonishing 14 months and involved a 6-metre extension and major upgrades to her interior and exterior configuration. The lengthy to-do list included a large swimming pool, a redesigned beach club, two additional VIP suites and a sundeck extension for a second touch-and-go helipad. All of this was achieved in record time thanks to the expert care and attention of the refit team and the flexibility of the original Amels design and build platform. "HERE COMES THE SUN's original design was effectively already set up for future growth in terms of strength, stability, extension, interior updates and system upgrades. The result was a huge amount of complex work completed in a relatively short space of time," says Michel.

"The exterior of HERE COMES THE SUN is just tremendous," adds Colin Boyle, Captain of HERE COMES THE SUN. "This gives a really good indication of the quality we have managed. The paint work is just second to none. She really is stunning."

The Trailblazer

Given the success of HERE COMES THE SUN, the refit team has received a variety of new requests. "These requests vary from small-scale modifications to complete overhauls and extensions – just like HERE COMES THE SUN," says Michel. "It is interesting and a huge compliment to know that many other Owners have been inspired by HERE COMES THE SUN, and now want their yacht to be transformed in a similar fashion."

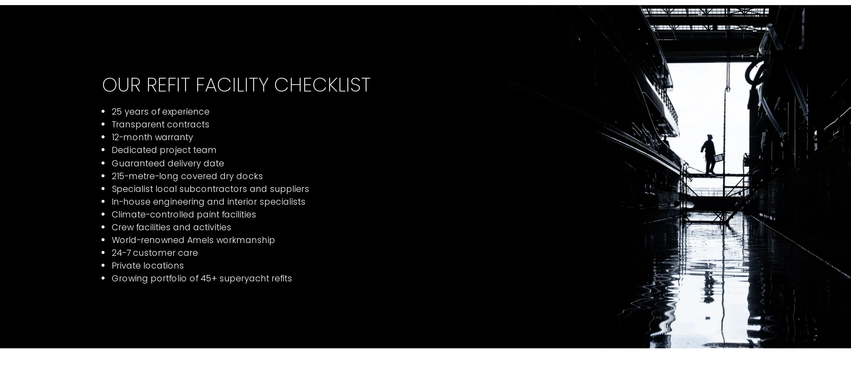
While everyone in the Damen Yachting refit department continuously dedicates themselves to completing every refit in time, an Owner with a yacht built with refit-friendly foundations will be able to set sail sooner than most. "A refit can completely transform a yacht and so we can maximise the output by advocating for new-build Owners to think about refit from the very beginning," he adds.



From left to right: Juul Back, Michel Coens, Stefan van Damme. Our dedicated Refit team who specialise in assisting both Amels yachts and yachts from other builders with a wide range of refit services, working closely with the Owner's team and Crew.

OUR REFIT FACILITY CHECKLIST

- 25 years of experience
- Transparent contracts
- 12-month warranty
- Dedicated project team
- Guaranteed delivery date
- 215-metre-long covered dry docks
- Specialist local subcontractors and suppliers
- In-house engineering and interior specialists
- Climate-controlled paint facilities
- Crew facilities and activities
- World-renowned Amels workmanship
- 24-7 customer care
- Private locations
- Growing portfolio of 45+ superyacht refits



A Sense of Home

How the humble Dutch ‘stroopwafel’ has become a sweet treat that connects our fleet with the shipyard, from our shores in Vlissingen to on board superyachts far and wide. And how that connection is now evolving to make sure you always have a place to call home with Damen Yachting – wherever you find us.



Bringing you Back

Every year, Damen Yachting makes sure every crew on board its yachts receive a fresh supply of ‘stroopwafels’, the famous Dutch caramel biscuits that originated in the Netherlands in the 18th century. But what makes these stroopwafels so special? Why do they evoke such a strong sense of home and belonging?

“We are always so excited to receive the stroopwafels when we are cruising. It takes us straight back to being at the shipyard in the Netherlands. Reminds us of being part of the Dutch heritage.”

Captain Daniel Sola - Amels 206 MADAME KATE







Rags to riches

Made from breadcrumbs and leftover dough and then drizzled with a caramel-like syrup, stroopwafels were in the past often referred to as poor man’s cookies. Visiting local markets, the welcoming and soothing scent of the melting caramel installed an everlasting sentiment in the people of the Netherlands.

The mere thought that these cookies would be brought home to enjoy later evoked happiness, a sense of belonging, the beginning of an endless tradition. While still warm, the waffles have their edges removed with a round cookie cutter. Childhood memories of buying a small bag of the remaining crumbs splashed with syrup are part of the Dutch DNA!

The stroopwafel has since come a long way. Its rise from poor man’s cookies to a sweet treat for everyone has made it much loved, both within the Netherlands and abroad. And the mouthwatering crisp waffles with their delicious sweet centre still trigger a similar feeling in people. In short, a taste of home.



Continuing Tradition

Damen Yachting is proud to be part of this tradition, creating Dutch locality on board of the yachts it has delivered, wherever they are in the world at that time. And of course, when the yachts return to the yard in Vlissingen, the stroopwafels are waiting for the crew.

“Locality is the feeling of being at home no matter where you are. Locality triggers memories and nostalgia with a sense of pride. A connection that enables you to feel at ease and serves as a true point of reference. For us and our fleet that reference is our heritage and Dutch roots. The place where our yachts are born, our build crew live and where there will always be a home for our fleet.”

Sarah Flavell – Marketing Manager

Home Sweet Home

At this year’s Monaco Yacht Show we have taken the idea of locality a step further. It’s no longer just the humble Dutch treat bringing you home sweet home. It’s also the familiarity of the entire Damen Yachting show set up. As you step up to the stand at JS6 in Monaco, those who have spent anytime at our yard and in Vlissingen will be reminded of the signature beach pavilions dotted along the coastline of our shores. And the warm welcome you can always expect at our yard is also embedded into the stand’s DNA. A place to catch up over a coffee and indulge in another sweet speciality.





Damen Yachting stand at PIBS 2023.



Marvellous Madeleines

Whilst stroopwafels have become a strong reminder of our Dutch heritage, this year we also wanted to introduce something new. A connection that would help you find your own locality with Damen Yachting in Monaco. That’s why we have teamed up with former and long-standing Amels yacht chef Auke Blom from Feel Good Madeleines to bring a new sweet treat to the stand. One that truly links back to our fleet but also brings a bit of French flair to the show!

“We hope that the madeleines and our stand set up will serve as a reminder that when your journeys and adventures take you beyond our shores, which we hope they will, not to forget to find your locality. Familiarities, rituals and memories that make you feel at home. A connection that grounds you and inspires you at the same time. Ready to enjoy your local life. Wherever you may be.”

Sarah Flavell – Marketing Manager



Eco Flower Power

Floristry is not an industry one would immediately associate with a need to 'go green', but the high-volume turnover of fresh flowers is prevalent in many industries, including the superyacht sector, inspired one flower fan to seek a longer-lasting and more sustainable solution. These luxury alternatives is something Damen Yachting is proud to be supporting.



"I'm a flower lover," begins Monique Krouwels, founder of Pompon Forever Flowers. "I used to live near Pompon – the best flower shop in Amsterdam, and I would buy fresh flowers every week. That gets expensive though, and when I was travelling, the beautiful flowers were going to waste." A seasoned globetrotter and lover of fashion, art and design, Monique recognised that, if translated into a different medium, Pompon Amsterdam's creations had the potential to travel far and wide.



New Ideas

Artificial flowers are an obvious solution for holiday homes, boats, museums and workplaces, but the plastic forms on offer often leave house-proud homeowners and interior designers wanting. "I found myself buying a few fake stems in one store, some in another, and it was really quite hard work to compose a bouquet that I was happy with," explains Krouwels.

With the agreement of Hilde Baart, owner of Krouwels' much-loved Pompon Flower shop, Krouwels set about opening an associate atelier that offered an artificial alternative to the fresh cut stems of her neighbour, whilst observing the same artistic values and style of floristry. "Hilde believes in giving space and prominence to each bloom in the bouquets, allowing the natural beauty of each flower to shine through, imperfections and all. Hilde's approach has earned her much admiration and led to many prestigious collaborations," says Krouwels.

Four years later, Pompon Forever Flowers is blooming, and the pair have found their business propositions to be mutually beneficial, with both benefitting from a wider consumer base. "My greatest enjoyment is changing people's perception of fake flowers," comments Krouwels. "They had such an ugly, negative image because people remembered the plastic flowers of their grandparents. However the production of artificial flowers has been developed over the years and the quality has improved tremendously. We can now create arrangements so realistic that they are constantly being mistaken for fresh blooms, and this has opened people's eyes to the possibilities."





Eco-friendly designs for Damen Yachting

The artificial flowers sold by Pompon are sourced from suppliers across Europe and made from a combination of silk, wires, plastic, and use foam for aspects like berries and seeds. "With the variety on offer, the design freedom really becomes limitless and problems with seasonal availability are also negated," highlights Krouwels. Other benefits include the practicality of installations, with each artificial stem much less fragile and lighter than its natural counterpart and easier to transport. These attributes give the artisanal faux florals huge appeal for the world of yachting, where it can be difficult to source types of flower as cruising regions and seasons change, and where warmer climates can shorten longevity..



"At Damen Yachting, we can't wait to see some of these artificial arrangements used aboard the fleet, and we'll be using them ourselves in various areas throughout our offices and shipyard."

"For us, it's about limiting waste of any kind – organic or otherwise – and when the flowers are no longer needed or arrangements need to be updated, we can return them to Pompon who repurpose old bouquets into new for charitable locations such as hospitals, shelters and care homes, where there may not be budget for interior accessories such as this and therefore, we can prolong the lifespan of the stems further."

Annelies Damen





Quest for sustainability

"The philosophy behind Pompon Forever Flowers is buy less, choose well, and make it last," states Krouwels. "We care about sustainability and environmental welfare. These flowers have no expiration date and they don't need water – that sounds obvious, but it's another consideration." Continuing their quest for sustainability, Pompon is striving towards a goal of carbon neutrality, and has collaborated with ASAP Amsterdam, an initiative of three students from the Master Sustainable Business & Innovation course at Wageningen and Utrecht University that divides sustainability into three pillars: people, planet, profit. "It is within these three dimensions that we will assess our impact. We believe that true sustainability goes far beyond 'just' environmental sustainability; a truly sustainable business seeks to continuously improve its positive impact in all three of these dimensions," explains Krouwels.

Choose well, make it last

By pairing the artificial flower arrangements with high-end essential oil based room sprays and diffusers positioned close to the bouquet, the fresh flower scent can be quite closely replicated, too. "That's the only concern we've heard from crew who've looked at these artificial alternatives for onboard use, but with many superyachts working hard to improve sustainability at all levels, a room spray is a perfectly acceptable compromise," adds Annelies.

Pompon's flowers are available as complete arranged bouquets or single stems, giving crew creative freedom to show off their flower-arranging flair or leave it to the experts to supply them pre-arranged. Pompon are already working with a number of superyachts to deliver floral installations onboard, and have recently expanded into larger artificial plants and branches.

Latest News

PINK SHADOW sets sail

In the height of summer, the all-new SeaXplorer 58, PINK SHADOW, was delivered to her Owner.

In true SeaXplorer style, PINK SHADOW is already taking her Owner, his family and friends, around the world on an unforgettable journey. Along the way, those on board will be able to enjoy her fully custom interiors by Design Unlimited and amenities such as her packed toy store, cabana-style bar and lounge, infinity pool and certified helideck. The latest SeaXplorer 58 carries a number of conscious design choices and plenty of the recognisable Damen Yachting DNA and design.



Amels 120 Full Custom



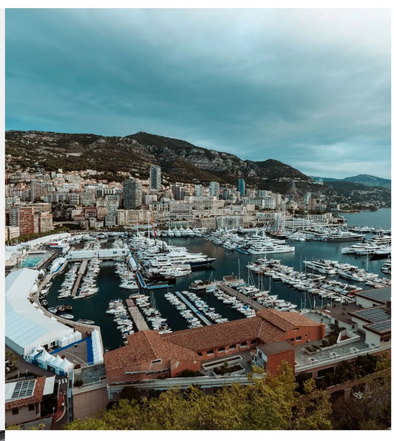
All eyes have been on the Amels 120 Full Custom, our largest Amels superyacht yet, since she arrived at our main Vlissingen yard – the Amels build headquarters - in June this year. Since then, it's been all hands on deck with many exciting build developments underway. As more of the five-deck superyacht is perfectly pieced together, she is becoming increasingly magnificent and remains on track to be delivered in 2025.

Stay tuned to find out more about what is currently the largest superyacht in-build in the Netherlands and the largest Amels to be built to date.

Big Line up for Monaco Yacht Show

We are proud to present a striking line-up for the upcoming Monaco Yacht Show in testament to our strong, diverse and growing portfolio of Amels superyachts, SeaXplorer expedition yachts, Yacht Support vessels and major refit projects.

Leading our Amels showcases are the customised Amels 60 ENTOURAGE making her debut at the show together with the Amels 180 PAPA. Also on display is the Amels 60 COME TOGETHER, the Amels 180 WERE DREAMS and the Amels Full Custom CALYPSO. Those looking for a sneak peak of our largest ever Amels can also visit the stand at JS6 to check out the brand-new Amels 120 Full Custom features up close on the scale model revealed for the first time. The 67-metre Yacht Support DAPPLE will also be at the show!





Other exciting activities surrounding the show include the London 2 Monaco bike ride, marking the sixth year that we have been involved in the well-respected epic charity ride raising money for the Blue Marine Foundation and raising awareness around the importance of protecting our oceans.

We also look forward to welcoming you to our stand JS6. This year, as part of our goals towards helping reduce waste, our stand has been constructed from reclaimed wood. Not only does this 100-year-old wood add a lot of character to our stand, but perfectly suits our ambition to create a home in Port Hercules. The stand design is inspired by the sea and our local beach huts found in our home region of Zeeland, the Netherlands. Our chosen hospitality throughout the show is as plastic-free as possible.

Find out more