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100+ well-tailored treasures, from jewelry and watches to sporting gear, for everyone on your list

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**FUN
IN
THE
CITY**

Gift-worthy trips to **TOKYO**, Hollywood, Milan, and more

The Most Interesting Man in the World



There are interesting people. And then there's **Nicholas Frankl**.

The part-British, part-Hungarian founder of turnkey luxury hospitality brand **My Yacht Group** (myyachtgroup.com) has also been a BBC Radio reporter, an entrepreneur, and an Olympic bobsledder — competing three times against HSH Prince Albert II of Monaco. He's also been a Formula One fanatic for as long as he can remember. He has since combined his many passions to create, in his words, "the most unique, exclusive, fun, and sophisticated celebration at the world's most glamorous events." In other words, his My Yacht experiences

make lavish sporting, social, or artistic events even better. Frankl opened up to *Celebrated Living* about life and work in the fast lane.

FROM DREAM TO REALITY

"It all started at the Monaco Grand Prix eight years ago. I saw an opportunity to create a unique yacht hospitality program to cater to high-net-worth guests who are looking to enjoy the weekend at a very exclusive level. So we decided to create a V.I.P. Monaco-style nightlife experience to bring some of the Monaco ambiance to different worldwide events and cater to those guests."

MIX AND MINGLE

"One of the best aspects of my work

is having the opportunity to host and meet some of the world's most interesting achievers and influencers from all walks of life, from all over the world, and from different worlds. ... My work — and the people I meet — are constantly interesting and stimulating."

GETTING DOWN TO BUSINESS

"The My Yacht events take place all over the world, including Monaco, Abu Dhabi, Miami, Cannes, and Austin, Texas. All are superyacht events except the Austin My Yacht Club event surrounding the Formula One U.S. Grand Prix. At Art Basel Miami Beach [December 1 to 5, 2013], hosting clients, artists, galleries, and luxury brand partners on board a superyacht cre-

ates a coveted invitation that sets us apart in a crowded social whirl of parties and functions. The Cannes event [May 10 to 17, 2014] coincides with the Cannes Film Festival, which provides an opportunity for brands to host select clients plus important Hollywood and entertainment industry talent and executives."

ON THE HORIZON

"We're always looking at possible expansion to new markets and new events, including the Super Bowl, the Kentucky Derby, and even the Oscars. And we'd love to develop an event in South America; we're looking at possibilities during the World Cup and the Olympics in 2016."

—CHRISTIANA NIELSON

SILVER LINING

This rental car company is revolutionizing the travel industry, one Audi at a time.
—KATE PARHAM



YOU'VE JUST LANDED. You exit the plane, leave the terminal and airport, and hop on the shuttle to pick up your rental car. It's a normal travel day — that is until you bypass the rental car counters and head straight toward a picture-perfect fleet of silver 2013 Audi A4s, each equipped with Google Earth GPS navigation, SiriusXM satellite radio, Bluetooth capabilities, and a Wi-Fi hotspot. This is all yours for just \$89 per day on weekdays and \$59 per day on weekends.

Welcome to the new world of auto rentals, led by **Silvercar**, a luxury car rental service that's revolutionizing the field with a system guided entirely by a smartphone. Once you download the

app and scan the barcode located on your car's windshield, the doors to your brand-new Audi unlock and the car is yours. The keys are located inside the car, so you don't even need the help of an attendant. More good news: There's no gas fill-up fee at the end; just pay for what you use.

Silvercar, which is helmed by Luke Schneider, the former CTO of ZipCar, started at the Dallas-Fort Worth International Airport in January, and has since launched in Austin, Houston, Dallas Love Field, and San Francisco. More cities around the country are set to follow. In fact, the company plans to be in seven markets by the end of 2013 and at least 15 airports by the end of 2014. silvercar.com