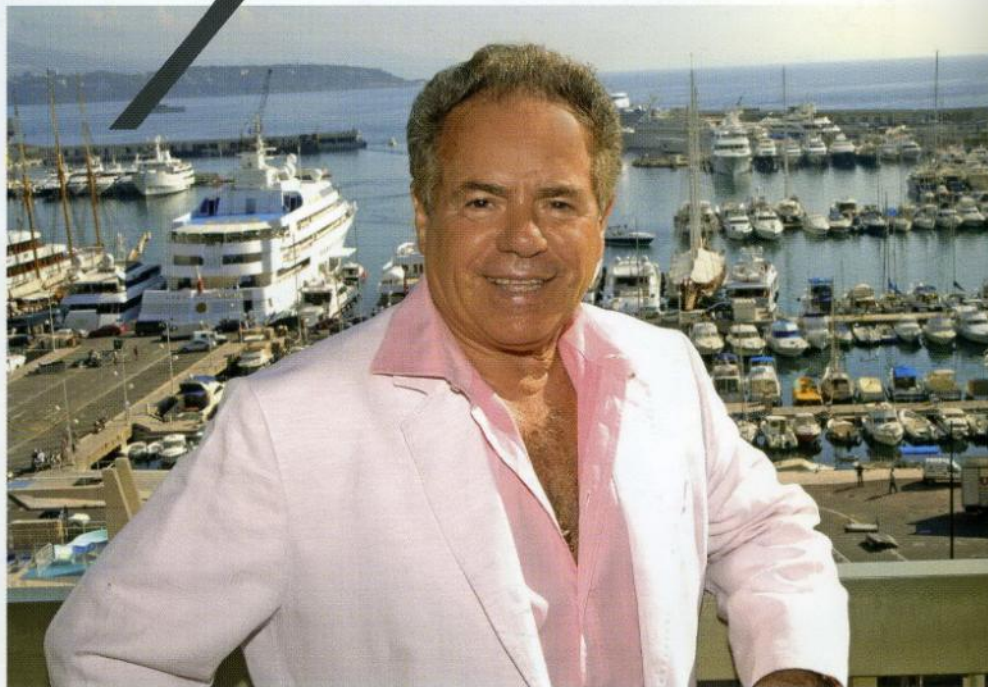
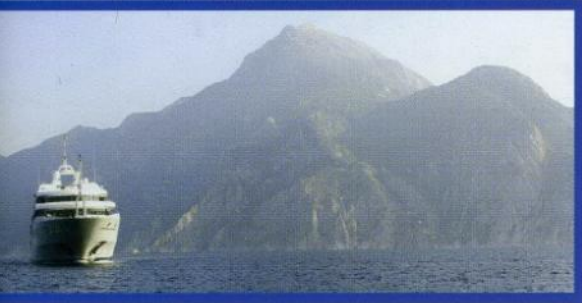


Larger
than

Life

Andreas Liveras began with nothing, yet now he proudly shares his personal vision by offering the world's most impressive yachts to the charter community.



A farmer's son, born and educated in Cyprus, Andreas migrated to London with his family in 1963 where he took a job as a deliveryman for the then tiny Fleur de Lys Patisseries. "I started work as a driver," says Andreas, "and after about three years with the company my first big break came. The owner put the business up for sale. I wanted it but did not have the money. Even so, we agreed a price of £2,500 and the deal was done. We didn't even bother with a contract. Every Saturday I would send him an envelope with postal orders for £10, £20 or even £30 until he was paid in full. It took a little time to pay, but it got paid and we stayed the best of friends."



M.Y Alysia



M.Y Lauren L





Operating from a London basement, Andreas had three people making cakes and one van, which he drove around restaurants, particularly Italian restaurants, delivering their sweet creations including Danish pastry, croissant and apple strudel.

The business expanded rapidly, moved to Newark, in Nottinghamshire, into a bigger factory, and within 3 years was employing 450 people. The company expanded its patisserie range and prepared the first Black Forest gateaux. By the time Andreas sold Fleur de Lys in 1985 to Express Dairies (a Grand Metropolitan subsidiary), for an eight-figure multi-million pound deal, he had turned it into one of the largest independent manufacturers of frozen gateaux in Europe.

"I decided to retire and indulge in my growing passion for yachts," says Andreas. "I bought my first large yacht, a 27m Benetti that we renamed Princess Natasha, after my first granddaughter." Unfortunately, a life of waking up at five to be at the factory turning the ovens on, yet always still the last to leave, made Andreas restless in retirement. "I became fidgety and fed up. The yacht moored next to me was up for auction and so I thought, as I was there, I would have a look at it. I bought it, called it Princess Sophia after my niece, set about renovating and preparing it for charter, thus turning my hobby into a business." The purchases and renovations of Rosenkavalier, Princess Tanya, Princess Lauren and Altair were projects that made waves in the charter arena and inspired greater ventures for the future. "I have always bought yachts well and sold them for more," adds Andreas. "Also, I was always interested in the biggest boats because I knew the biggest were always the busiest boats in the industry."

The yachts under the stewardship of Andreas Liveras are subject to rigorous standards and his commitment to every detail onboard is legendary. He knows all of his crewmembers personally and plays a paternal role in guiding their activities to achieve a seamless operation. Andreas sold off his fleet of older yachts after the first of two new yachts was launched. The Liveras Yachts current fleet comprises the 85m M.Y. Alysia and the 90m, newly re-named, M.Y. Lauren L (formerly ex-Constellation), due to re-enter the charter market in May 2008 after some very exciting improvements. "Every time that it is possible I will meet my charter guests when they arrive and leave," says Andreas. "I hear from them how the charter went which is very important. I even bought myself a small plane to enable me to visit yachts when they were separated and I had to see the guests on the same day."

Andreas truly enjoys his work. "I thought it was a mistake to retire for the first time. I really see no reason for a man to retire when he is happy at his work. I love the sea, I love my yachts, I love my Monaco office and I love meeting people. Without these I would be lost." There is no doubt that Andreas remains focused on Liveras Yachts providing the most luxurious charter yachts in the world. They are now preparing for the construction of 2 x 108 metre super-yachts to be delivered in 2011. He adds "I feel and believe that this industry has a long way to go and as long as safety, luxury and top service is provided, we will always lead the way," and with such a charismatic, visionary approach, Liveras Yachts are sure to surpass all expectations both now and in the future.

For more information visit www.fraser-yachts.com