

A SOCIETY
BEYOND THE SEA



PRIMUS





SHAPING THE FUTURE OF LUXURY YACHTING

Primus redefines exclusivity, creating a world where luxury is measured not by ownership, but by belonging, purpose, and freedom. As a Society Beyond the Sea, we unite visionary leaders to cultivate meaningful connections, transformative experiences, and a legacy that transcends the horizon.

More than a service, Primus offers a seamless luxury experience. Members enjoy unparalleled access to a prestigious fleet, curated journeys to breathtaking destinations, and a refined global network. Designed for those who seek effortless sophistication, Primus empowers you to live with intention, embrace true freedom, and experience yachting without limits.

A SOCIETY BEYOND THE SEA

Primus is an invitation-only society designed for those who value exclusivity, purpose, and seamless luxury. More than just access to a fleet of mega yachts, Primus offers a curated world of connection, influence, and intentional living.

Membership grants access to a distinguished circle of visionaries, leaders, and tastemakers who seek meaningful experiences beyond traditional luxury. Here, every journey is crafted with purpose, every gathering inspires connection, and every moment reflects a life well lived. Yachting is not the destination, but the vessel for an elevated way of life.

Members enjoy private access to a fleet of luxury yachts without the burdens of ownership, allowing them to experience the sophistication and ease of a tailored yachting lifestyle. Whether hosting intimate escapes, exploring breathtaking destinations, or engaging with a community of like-minded individuals, Primus ensures that every experience is seamless, personal, and unforgettable.

At its core, Primus redefines exclusivity—not through status, but through the power of shared aspirations, refined experiences, and a society that moves beyond the ordinary.





THE MEMBERSHIP

A LIFE OF BELONGING, FREEDOM, AND PURPOSE



EFFORTLESS YACHTING

Enjoy the prestige of a private yacht without ownership concerns. Our dedicated onboard teams deliver discreet, personalized service that anticipates every need.

UNRIVALED ATTENTION

A 24/7 concierge tailors every detail to your preferences, complemented by seamless butler service.

EXCLUSIVE SANCTUARIES

Primus cultivates serene environments for members to connect, unwind, and create meaningful moments in extraordinary settings.

Primus delivers more than access—it offers shared ownership, elevated privacy, and an experience designed to make every member feel extraordinary. True luxury lies not only in exclusivity, but in belonging, comfort, and an unwavering commitment to excellence.

THE PRIMUS FLEET: A VESSEL FOR CONNECTION

Primus offers more than yachts—it provides a gateway to extraordinary experiences for those who seek seamless luxury, purposeful travel, and meaningful connection. Each vessel is chosen for its impeccable craftsmanship, sophisticated design, and advanced technology, ensuring an unmatched yachting experience.

Beyond the sea, Primus extends its offerings with VIP access to premier athletic and entertainment venues, as well as a fleet of high-performance center consoles for exhilarating on-water adventures.



A FLEET DEFINED BY EXCELLENCE

From the grandeur of the 140' Horizon Duchess, the 120' North Coast Empress, and the 143' Feadship Pharaoh, to the sleek performance of our high-powered center consoles, Primus members enjoy access to vessels for every occasion and desire.

Guided by a bold global vision, Primus continues to expand its fleet—adding new yachts annually and positioning them in premier marinas across the world, including Europe and Asia.



NAME	MANUFACTURER	TYPE	SIZE	RMS
Pharaoh	Feadship	Yacht	143ft	5
Duchess	Horizon	Yacht	130ft	5
Empress	North Coast	Yacht	120ft	4
Valkyrie	Deep Impact	Power Boat	49ft	1
T/T Pharaoh	Invincible	Catamaran	46ft	-
T/T Duchess	Invincible	Catamaran	40ft	-
T/T Rhumb House	Boston Whaler	Center Console	33ft	-



PHARAOH 143' FEADSHIP

A legacy of craftsmanship and adventure, Pharaoh features a steel hull with aluminium superstructure, three-deck interiors, full-beam master suite, four guest cabins, a sundeck with swim-up bar, and alfresco aft dining. Range: 4,000 nautical miles.

Coming soon Spring 2026

DUCHESS 130'

Combines spacious luxury with long-range capability. Expansive decks, elegant interiors, and full-service crew allow members to embrace extended voyages without concern for logistics.





EMPRESS 120'

Elegance in motion, built by Northcoast Yachts (2000). Accommodates up to 8 guests across 4 staterooms with 5 crew. Designed for intimate luxury, personal service, and access to hidden harbors.

INVINCIBLE 40' CATAMARAN

Redefines offshore performance with quad Mercury 400 V10 engines and a 12' beam. Accommodates up to 12 guests, perfect for high-speed adventures or leisurely cruises.





INVINCIBLE 33' BOSTON WHALER

Combines agility with luxury, featuring Quad Mercury 300V8 engines and an 11'8" beam. Smooth, stable, and designed for adventurous yet refined excursions.



PRIVATE JET ACCESS

Primus extends its seamless experience to the sky, offering members access to private aircraft that embody the same sophistication, discretion, and refined performance found at sea. Each jet is selected for quiet elegance, exceptional range, and comfort—crafted for those who move with intention and value time as the ultimate luxury.

Whether journeying to a coastal haven or returning from an immersive retreat, every flight reflects the privacy, comfort, and purposeful service that define Primus—all at a fraction of the cost of traditional jet-share programs.



TAILORED EXPERIENCES ONBOARD

The Primus experience transcends the vessel itself—each journey is a reflection of your individual desires. Every voyage is elevated with world-class amenities, a dedicated crew, private chef service, and curated experiences ranging from wellness retreats to gourmet dining and bespoke adventures.

Whether seeking serenity or exhilaration, every detail is designed to inspire connection and lasting discovery. With Primus, a yacht becomes more than a means of travel—it is a sanctuary of luxury, a setting for meaningful gatherings, and a vessel for both personal and professional connection.

GLOBAL DESTINATIONS, INFINITE POSSIBILITIES

Strategically positioned in the world's most coveted yachting destinations, the Primus fleet invites members to explore pristine coastlines, secluded coves, and hidden island sanctuaries. Whether departing from South Florida, Baltimore Harbor, the Hamptons, or the Caribbean, each voyage features bespoke itineraries designed to make every moment at sea as extraordinary as it is effortless.





THE ART OF EXPLORATION

Yachting with Primus is not defined by where you go, but by how you experience the journey. Each voyage is a bespoke expression of your passions and desires—crafted to inspire exploration, connection, and a sense of limitless freedom. From hidden island sanctuaries to vibrant cultural destinations, every experience is designed to awaken wonder and embody the true art of travel.

A SOCIETY OF CONNECTION

Beyond the sea, Primus is a society built on shared values, purpose, and meaningful connection. Here, luxury is defined not by possessions, but by belonging—to a circle of visionaries, innovators, and tastemakers who seek more than privilege; they seek purpose.

Through curated gatherings, immersive experiences, and intimate onboard moments, members form relationships that transcend the ordinary—fostering collaboration, inspiration, and authentic connection.

In every sense, Primus is more than a membership—it is a way of life. A rarefied world where exploration meets intention, and every journey becomes an opportunity to live deeply, purposefully, and without limits.





A VISUAL JOURNEY
CAPTURING THE PRIMUS LIFESTYLE

WHY PRIMUS? THE FUTURE OF YACHTING

Becoming a member of Primus is an invitation to experience the future of luxury yachting—seamless, sophisticated, and entirely reimagined.

Designed for those who value discretion, purpose, and meaningful connection, membership ensures perfect alignment with the ethos of our curated society. Every detail reflects a commitment to excellence, offering effortless access to a world where privilege meets purpose.





THE FREEDOM OF YACHTING WITHOUT OWNERSHIP

Owning a superyacht traditionally comes with immense responsibility—maintenance, crew management, logistics, and ongoing costs. Primus eliminates those burdens, allowing members to enjoy the prestige of world-class yachting without the complexities of ownership. Each vessel is fully crewed, impeccably maintained, and ready for departure at a moment's notice—delivering the ultimate expression of freedom on the water.

EFFORTLESS ENJOYMENT

We manage every aspect—from acquisition and upkeep to staffing and logistics.

ALWAYS READY

Every yacht in our fleet is maintained to perfection, awaiting your next voyage.

GLOBAL ACCESS

Experience seamless availability across the world's most coveted yachting destinations.

MORE THAN ACCESS: A PRIVATE MEMBERSHIP

Primus is far more than entry to a fleet—it is entry to a world. Our invitation-only society unites a select group of visionaries, tastemakers, and leaders who share a passion for excellence and authentic connection. Within this network, members experience unparalleled hospitality, curated events, and opportunities that transcend the ordinary.

A PRIVATE NETWORK

Engage with global innovators and influential peers.


CURATED EXPERIENCES

Enjoy bespoke events, immersive gatherings, and purposeful collaborations.

ELEVATED HOSPITALITY

From 24/7 concierge to onboard butler service, every detail reflects your individuality and standards.



A full-page photograph of two women on a yacht deck. The woman on the left has long brown hair, wears sunglasses and a white long-sleeved shirt over a striped bikini top. The woman on the right wears a large straw hat, sunglasses, a white ribbed crop top, and white and black striped shorts. They are both smiling and looking towards the right. The background is a clear blue sky and a dark blue sea.

Primus is not just about yachting,
it's about belonging to something greater.

A SOCIETY BEYOND THE SEA



PRIMUS

PRIVATE CONSULTATION
& INQUIRIES

For those interested in exploring the world of Primus,
private consultations are available.

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