



OWNER REPRESENTATION

YACHT PURCHASE | NEW-BUILD | REFIT | DIVESTITURE



YACHT OWNER REPRESENTATION

Clarity Before Commitment

Since 2010, Tapestry has served Owners of significant wealth in the creation and oversight of some of the world's most complex tangible assets—on land and at sea.

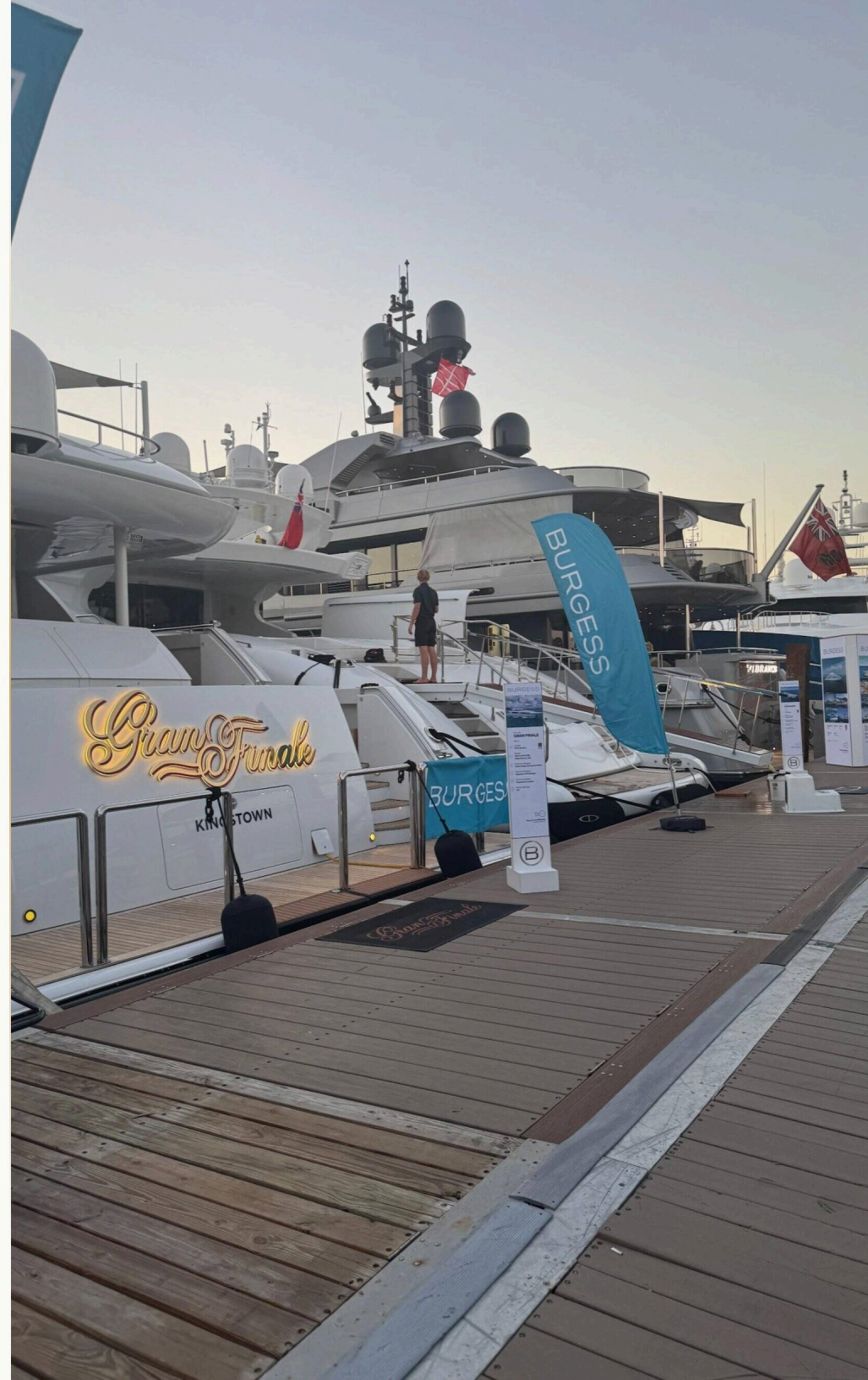
We operate outside of transactional incentives. As independent advocates for the Owner, we test assumptions, surface risks, and articulate trade-offs—so decisions are informed, not pressured.

We provide a confidential, judgment-free environment where Owners explore every dimension of a complex asset: culture, lifestyle, operations, finance, tax, insurance, and liability.

Pivotal Work at Moments of Transition

Before acquisition, during changes in scale, or when reshaping a program, we clarify the Owner's objectives early—preventing misalignment and ensuring they are fully informed before committing capital.

This positions our representation to protect capital, time, and attention—so the Owner remains focused on realizing their invested Enjoyment Capital® over the life of the asset.





New Builds & Refits



PREVENTING RISK ACCUMULATION

We identify inflection points where programs fail at the margins. Misalignments, late decisions, and fragmented oversight are addressed long before they become irreversible.

ADVOCACY, FREE FROM BIAS

Our only incentive is to get it right. Working alongside brokers and shipyards, we build a deep understanding of the Owner—their family, lifestyle, and broader asset portfolio—to inform every decision.

INFORMED PROJECT SEQUENCING

Our Seven-Phased Project Method builds sequentially, testing assumptions at each stage. This balance of flexibility and structure creates the conditions for a successful outcome.



WHO WE ARE

Leadership



Anne Lyons

FOUNDER & CEO

A senior authority in the stewardship of complex lifestyle assets. Prior to founding Tapestry, Anne represented the global personal asset portfolio of Paul G. Allen at Vulcan Inc.—overseeing residential, aviation, and maritime programs including the build and launch of *MY Octopus* and refits of *MY Tatoosh* and *MY Meduse*. She brings a rare combination of design intelligence, financial discipline, and operational judgment to this uniquely discerning space.



Kevin Johnson

MANAGING DIRECTOR

Began his career as a superyacht captain, building deep systems fluency and operational rigor through firsthand vessel operation, commissioning, and global cruising. He advanced into senior leadership as Fleet Captain for technology founders and Director of Residence for venture capital principals. At Tapestry, Kevin applies lifecycle oversight, governance, and risk management across all classes of exceptional assets.



Kevin O'Conor

PROGRAM DIRECTOR

A former superyacht captain and engineer on sail and motor yachts up to 90 meters with extensive new-build and refit experience from premier Northern European yards worldwide. As Founder and CEO of Berth One Palm Beach, he transformed a commercial port into a high-performing superyacht marina serving vessels up to 162 meters—guiding regulatory approvals and refit operations before executing the sale to Safe Harbor Marinas, now owned by Blackstone.



Our Projects

Direct experience delivering complex new-build and refit programs at the world's leading shipyards across Northern Europe, the United States, Asia, and the South Pacific.



30m+ 5 Projects
*20+ projects <30m

50m+ 3 Projects

90m+ 6 Projects
*1 underway

GET IN TOUCH

Next Steps

For additional information or to explore Tapestry's
Yacht Owner Representation & Advisory, please contact us at

yachts@tallc.com

A comprehensive Program Overview and tailored engagement
proposals are available upon request.

TAPESTRY 
ASSOCIATES