

COMPANY PROFILE

Brand identity

ITALYURE YACHTS is a young Italian brand that, in just a few years, has established itself in the luxury walk-around yacht construction and sales sector.

It was founded in 2020 with the 38’ model, fulfilling at that time the ambition of a company already well established thanks to its decades-long experience in yacht and ship storage, maintenance, and refitting, to channel its know-how into a new project focused on building its own vessels.



ITALYURE
YACHTS

In 2023, following a major restyling, the brand adopted its current name and a new visual identity.
The rebranding stemmed from the desire to enhance the prestige of Made in Italy, the core of the project and a key driver for international growth.
A highly professional team makes up the company’s staff, including skilled workers and specialized craftsmen, administration and accounting personnel, a design engineer and production managers, as well as commercial and marketing professionals.



ITALYURE YACHTS operates in Torre Annunziata (NA), within the nautical hub “Condominio Marina di Torre Annunziata” (former Apreamare area), a modern production facility covering approximately 126,000 square meters, 30,000 of which are covered.
Here, ITALYURE YACHTS manages all production phases in-house, from design to final outfitting.

The nautical hub features a private internal marina of approximately 10,000 square meters, equipped for hauling and launching operations, with a basin featuring a 5-meter draft and a 200-ton travel lift. These facilities represent a major strength among the pre-sales services, offering clients the opportunity to test models from the range in the water within a private and exclusive setting.



ITALYURE YACHTS

Corporate philosophy

Every ITALYURE yacht is born from the perfect combination of artisanal know-how, engineering vision, technical innovation, and contemporary design. The result is a product characterized by:



Construction uniqueness

Artisanal craftsmanship carried out by highly skilled experts, resulting in a yacht that is unique in every detail.

Aesthetic excellence

Refined design, harmonious proportions, and authentic seafaring style with no compromises.

Advanced design solutions

Engineering innovation, carefully designed comfort, and integrated technologies for a superior cruising experience.


ELIDRA
300 T
MARINA DI
TORRE ANNUNZIATA
ELIDRA
200 T
ITALYURE

ITALYURE YACHTS

Our story

ITALYURE YACHTS is the synthesis of the expertise and experience of three key figures in the yachting industry.

2020

Birth of the brand

From the combination of the design flair of Eng. Marzocca and the forward-looking commercial and financial vision of Vitiello Raffaele and Donnarumma Raffaele, ITALYURE YACHTS was born. The first, iconic 38' model was launched, immediately embodying the brand's values of performance, elegance, and innovation.

2023

Strengthening the "Made in Italy" DNA

A strategic restyling of the brand and its models strengthens the identity and excellence of Made in Italy. Attention to artisanal detail, the selection of premium materials, and a distinctive design become pillars recognized at an international level.

Today

The heart of operations

Our shipyard in Torre Annunziata is the beating heart of production. Here, skilled craftsmanship and cutting-edge technologies come together to bring unique yachts to life, destined to sail seas all over the world.



Raffaele Vitiello
Raffaele Donnarumma
Entrepreneurs

Ing. Maurizio Marzocca
Designer and design engineer



ITALYURE YACHTS

The origins

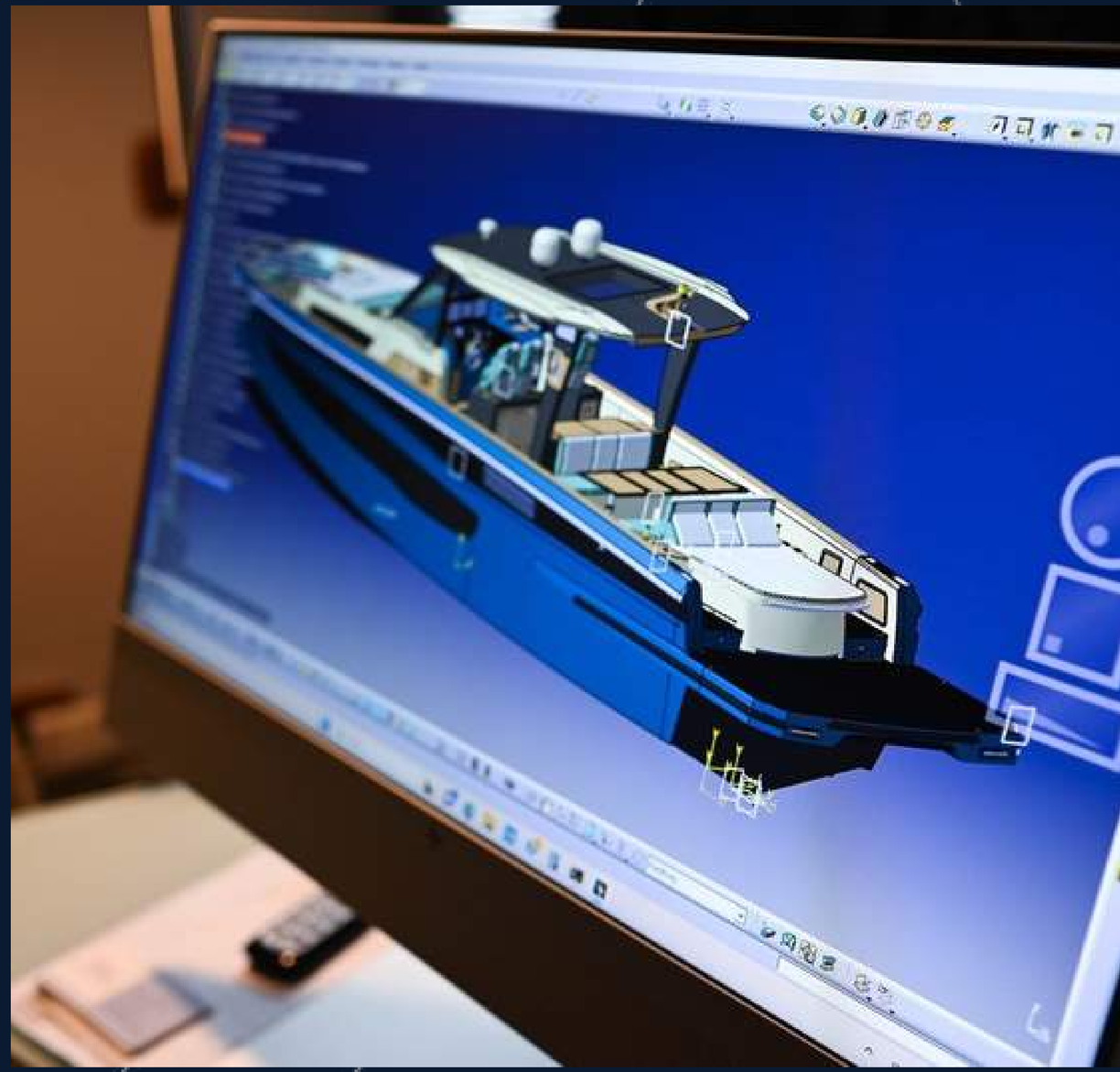
The first major milestone is the transformation of a pre-existing hull into a 34-foot vessel. A success that paves the way for the creation of the first official prototype.

The first prototype – 2020

The debut of the 38’ walk-around quickly won over private owners and charter companies along the Amalfi and Sorrento Coasts, thanks to:

- elegant lines
- high performance
- a perfect balance between relaxation and fun

From there, steady growth and the expansion of the range followed.



ITALYURE YACHTS

Our vision

To captivate and win over both national and international markets with a brand that embodies the very best of Made in Italy luxury in the yachting sector. Our goal is to create vessels that are not merely means of transportation, but true expressions of art and engineering.





Our mission

- To offer a range of outstanding walk-around yachts, distinguished by a variety of interior layouts and propulsion solutions (EFB, EB, FB), capable of combining high performance with uncompromising comfort.
- To provide customized solutions that reflect the personality and unique desires of each owner.
- To ensure maximum customer satisfaction through impeccable service and meticulous attention to detail.



The Italyure range

Each model represents a perfect synthesis of performance, design, and build quality.



ITALYURE 35

CLASSIC/SPORT

Lenght Overall: 10,8m
Hull Lenght: 9,50m
Propulsion: Shaft/FB

LAYOUT
1 or 2 Cabin
1 Bathroom with Shower
1 Dinette



ITALYURE 37

CLASSIC/SPORT

Lenght Overall: 11,05m
Hull Lenght: 9,97m
Propulsion: Shaft/FB

LAYOUT
1 or 2 Cabin
1 Bathroom with Shower
1 Dinette



ITALYURE 38

CLASSIC/COMFORT/SPORT

Lenght Overall: 11,45m
Hull Lenght: 9,97m
Propulsion: EB/EFB/FB

LAYOUT
1 or 2 Cabin
1 Bathroom with Shower
1 Dinette



ITALYURE 42

SPORT/IPS/CLASSIC

Lenght Overall: 13,07 m
Hull Lenght: 9,97m
Propulsion: FB/IPS/Shaft

LAYOUT
1 or 2 Cabin
1 Bathroom with Shower
1 Dinette



ITALYURE 50

IPS

Lenght Overall: 15,67 m
Hull Lenght: 13,76 m
Propulsion: IPS

LAYOUT
2 Cabin
1 or 2 Bathroom with Shower
1 Dinette or 3th Cabin

Ampliamento Gamma

Each model represents a perfect synthesis of performance, design, and build quality.



COMING SOON

ITALYURE 45

SPORT/IPS

Lenght Overall :13,47 m
Hull Lenght: 11, 70m
Propulsion: FB/IPS

Layout:
2 Cabin
2 Bathroom with Shower
1 Dinette

ITALYURE 52

IPS

Lenght Overall :15,80 m
Hull Lenght: 13,76 m
Propulsion: IPS

Layout:
3 Cabin
2 Bathroom with Shower
1 Dinette



ITALYURE YACHTS

Strengths

Quality

Italyure offers a complete and distinctive range, with great attention to detail, extensive customization options, iconic styling, comfort, and high-quality materials.

Technological innovation

Since 2024, the 4.0 remote management system has been available, allowing the owner to remotely control the vessel and monitor consumption.

Distribution and network

Italyure yachts sail in the main Mediterranean destinations and are supported by an international dealer network in Italy, the Balearic Islands, Barcelona, and Dubai.

After-sales service and warranties

Assistance guaranteed in Italy and abroad, soon to be enhanced by YachtOnCloud, a platform dedicated to fleet monitoring and management.







+40 vessels
delivered in 4 years









2004
ATHENS









































ITALYURE



ITALYURE YACHTS

Future projects

ITALYURE Yachts is a dynamic and forward-thinking company, capable of constantly evolving in line with the needs of the yachting market, a sector that has experienced—and continues to experience—periods of strong variability over time.

In this context, our commitment has always been focused on research and diversification of the offering. With a view to continuous improvement, ITALYURE Yachts is preparing to expand its production line, introducing a new range of tenders and inflatable boats in the near future.

ITALYURE
YACHTS

International boat shows

Participation in the most important international boat shows represents a valuable opportunity to connect with new clients and preview new models.

SALONE NAUTICO DI GENOVA (2022–2023)

CANNES YACHTING FESTIVAL 2023

SALON NAUTICO INTERNATIONAL DE BARCELLONA 2022

NAUTICSUD (2023–2024)

SALERNO BOAT SHOW (2022–2024)

PALMA INTERNATIONAL BOAT SHOW 2022-2024

NAVIGARE – MOLO LUISE (2023–2025)

ADIBS (ABU DHABI INTERNATIONAL BOAT SHOW) 2025

BOOT DUSSELDORF 2023



Press and events

Articles and video features dedicated to our models have been produced and published online and on the industry-specific SKY channel by:

nonsolomare TV

TUTTOBARCHE
THE INTERNATIONAL YACHTING MEDIA

Additionally, we had the pleasure and honor of providing one of our vessels for the filming of the first episode of the TV series “Hotel Costiera”, an Italian Prime Video production set against the stunning backdrop of Positano.

ITALYURE YACHTS

Italyure Day

A moment of celebration, networking,
and sharing within the Italyure community.







2024

DARSENA – MARINA DI TORRE ANNUNZIATA

2025

AMALFI
WITH THE OFFICIAL PRESENTATION OF ITALYURE 50

ITALYURE
YACHTS

Via Terragneta, 72 - 80058 - Torre Annunziata (NA) - Italy
Tel. +39 081 186 35 200

italyure.com - info@italyure.com