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Luxury is going under

The thing about a new expression of luxury is that you want to be able to explore, wander in ways that you've never been able to previously. Sir Richard Branson understands that exact sentiment with his Galactic program, which is selling tickets albeit exorbitant at around half a million US dollars, and offering a chance to see earth from a perspective distinguished previously only by Apollo 13 and the clan. Investigating above ground has taken seekers from New York City to the Serengeti but a reconnoitre below the water has mainly been for the navy and some deep-sea diving fanatics.

Luxury submarines companies are changing the landscape right now. A very new phenomenon, according to US based company Triton who was featured in National Geographic as one of the top 100 "compelling subsea companies". And a sign of the times this ranging under the sea definitely is – where man wants to survey more than before. Submergible machines have fascinated adventure seekers including "James Bond" and "The Little Mermaid" and now the privilege is available.

Triton's CEO, L. Bruce Jones said to Super Yachts Magazine they he believes deep-diving manned

submersibles will play a key role in developing our understanding of the world’s oceans. But not only will it give explorers a whole new view, it will be in optimal conditions: air-conditioned and temperature controlled the interior of the cabin is held at surface pressure and extends the period of submersion to any amount of time. Of course interior designers are fitting the cabins with the finest leathers, fabrics and woods in “yacht style”.

Although the industry is at its genesis the market is responding favourably according to an article in this week’s New York Times. They also list that there are only five companies worldwide that sell private submarines – Nautilus, SEAmagine, U-Boat Worx, Triton Submarines, and DeepFlight.

The Italian manufactured Nautilus VAS is the prized favourite thus far, takes 8 passengers, dives as deep as 2000 meters and sells for between \$2.5 – \$12.8 million.

By: [Daniel Scheffler](#)



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