

Gebr. Heinemann to open 14 stores on board one-of-a-kind cruise ship Icon of the Seas



Icon of the Seas is the world's largest luxury liner and the first ship of its class

Recognized as the first ship of its class, Icon of the Seas will set sail with 14 brand new Gebr. Heinemann travel retail shops on board. It will debut in Miami in January 2024.

Gebr. Heinemann, through its 100% subsidiary Heinemann Americas, Inc., has partnered to operate 14 on board travel retail venues. Guests aboard Icon of the Seas will be offered a customized one-of-a-kind retail experience designed for the uniqueness of the vessel. This introduction of new elements to the cruise retail space, situated across four decks, with customized displays and installations will elevate the high-quality and innovative shopping experience, bringing to life the assortment of perfume & cosmetics, liquor, tobacco & confectionery, watches & jewelry, fashion apparel accessories, and more.

Nicolas Hoeborn, Managing Director at Heinemann Americas, Inc., says, "We are delighted that we can continually extend our trusting partnership with Royal Caribbean, and we look forward to making Icon of the Seas a further flagship of our retail activities. We bring more than 140 years of logistics and retail management experience to the American cruise market and we are dedicated to inspire

passengers on the world's largest luxury liner with our spectacular assortment and an unforgettable shopping experience."

As a result of a 2019 tender, this will be the fourth Royal Caribbean ship awarded to the travel retailer, currently operating aboard Wonder of the Seas, Odyssey of the Seas, and Independence of the Seas.

Gebr. Heinemann is broadly positioned in the cruise and ferries channel. As a wholesaler, the company supplies 16 ferry companies with a focus on northern Europe. Worldwide it is a retailer on board 19 cruise ships and supplies 240 cruise ships and ferries.