

MSC Cruises unveils largest shopping area at sea onboard MSC Euribia



The Luxury Plaza onboard the MSC Euribia

[MSC Cruises](#) has announced that its new ship [MSC Euribia](#) will have the largest shopping area at sea, totaling 1,278 square meters, when it launches in June.

According to the company, guests will be treated to a new Luxury Plaza, an expansive range of tech and gadgets, as well as new environmentally responsible products in line with the ship's environmental message.

Head of Retail Adrian Pittaway said, "We're particularly excited to share what we have instore aboard MSC Euribia with our future guests. She's really taken what we started on her sister ships and brought it to a whole new level, with open, fluid retail spaces, new meeting areas and dedicated, immersive spaces for luxury, it ensures that we offer something new for every type of guest."

Among the new and updated features of MSC Euribia's newest retail space, guests will find:

The Luxury Plaza: The ultimate space for new luxury retail concepts, located on Deck 6, off the promenade. Open from morning to night, guests can participate in workshops, seminars, discovery sessions, one-to-one consultations with a personal shopper, tastings, as well as demonstrations.

A journey in the world of Luxury Watchmaking with TimeVallée: Within the Luxury Plaza, guests will find the renowned Luxury Watch & Jewelry multi-brand concept boutique, partnering for the second time with MSC Cruises following the success of the opening on MSC Seascape. Visitors will be welcomed by a crew of Sales Ambassadors, who will be ready to accompany the journey of discovery of some of the most sought-after watchmaking brands such as Baume & Mercier, Bvlgari, Hublot, IWC Schaffhausen, Montblanc, Panerai, Tag Heuer and Ulysse Nardin.

A new Liquors & Cigars concept: For the first time in the fleet, MSC Cruises will launch a Liquors & Cigars area, offering an exclusive range with limited availability. As part of the Luxury Plaza, guests can expect Davidoff cigars and accessories, and a selection of distinctive Scottish Single Malt whiskies. The boutique is designed as an experience in its own right, with bottles worth up to €11,600 (US\$12,430).

An open Shopping Gallery: Almost 250 square meters of completely re-designed and evolved space that features beauty, the widest selection of tech in the fleet, as well as food and drinks, showcasing new products and events through fully immersive experiences, using a newly created "digital zone." This new zone will include the fleet's widest range of Samsung products, providing numerous and varied product options from smart watches to mobile phones. The gallery brings modernity and technology together in an innovative way as never before seen in cruise retail.

New eco-friendly products at the MSC Logo Shop: Continuously seeking new and innovative product ranges that reduce any impact on the environment, the MSC Logo Shop has diversified its selection with a focus on recycled or natural materials, reduced packaging and waste reduction, as well as increased eco labeling certification. Among the MSC Cruises branded materials, guests will find a host

of options to remember their cruise holiday made from natural rubber, BSCI certified cotton, FSC certified wood and paper, recycled PET yarns, BPA-free or sugarcane-based plastics, recycled fishing nets and more.