

# Explora Journeys shares retail plan for Explora 1 cruise ship



The retail experience called *The Journey* will be influenced by the destinations the ship will visit

[Explora Journeys](#) has announced that its EXPLORA I cruise ship will offer "a truly distinctive retail experience" called *The Journey*.

According to a press release, "Inspired by the 'Ocean State of Mind' and influenced by the destinations the ship will visit, *The Journey* redefines the shopping experience at sea. More than just a place to browse and buy, it is a journey of discovery, consciousness and craftsmanship with provenance. These qualities are reflected in a truly stunning collection of more than 30 of the finest artisanal brands. What they all share is a commitment to caring for the planet and its people. Each and every item selected for *The Journey* is a celebration of creativity, passion and the power of discovery, each with its own magical story to tell. The offering will include items exclusively designed for Explora Journeys and only available onboard EXPLORA I."

Explora Journeys is committed to partnering with brands that mirror its commitment to sustainable practices and environmental consciousness. *The Journey* is the first retail offer at sea that actively looks for partners with relevant official documentation, such as B Corp Certification or The Butterfly Mark, thereby guaranteeing a sustainable approach to their production practices.

Adrian Pittaway, Head of Retail at Explora Journeys, said, "The design of our retail spaces befits the beauty of the items they will offer. Carefully designed for a calm and relaxing shopping experience,

the spotlight always shines on the chosen brands, products, their provenances and stories. The knowledgeable service of our Explora Journeys hosts will be complemented by founders and designers who will accompany our guests on their journey to the Ocean State of Mind."

Retail offerings will include fragrances and skincare, ready-to-wear and accessories, homeware and gifts, and food and drink.

"Born in Geneva, the epicentre of luxury goods, and Switzerland, the birthplace of luxury hospitality, *The Journey* is true to its European heritage, proudly offering a selection of the best niche Swiss brands. [Caran d'Ache](#), [Dr. Levy](#), [Pink Maharani](#) and [Zimmerli](#) echo the same ethos of care and consideration for people and planet as are espoused by Explora Journeys. Additional iconic luxury brands complementing *The Journey*'s assortment will be announced soon."

The confirmed brands onboard Explora 1 thus far are:

### **Sensorial Fragrances & Skincare**

Regionally inspired, the carefully selected niche fragrances and precious natural skincare brands offer an unforgettable sensory experience:

- Fueguia 1833
- Memo Paris
- Floraïku
- Room 1015
- Le Jardin Retrouvé
- PH Fragrances
- Une Nuit Nomade
- Luce di Sorrento
- Dr. Levy
- Soley Organics

### **Effortless Ready-to-wear**

Offering unparalleled ease and effortless style, this curated collection of knitwear, resort wear, activewear and loungewear for men and women is designed to optimize confidence and comfort:

- Kampos
- North Sails
- Allagiulia
- Save The Duck
- Zimmerli
- Waimari

### **Timeless Accessories**

Scarves, bags, eyewear, small leather goods and lifestyle accessories are crafted to perfection and designed to last a lifetime:

- Pink Maharani
- Aaks

- Fold
- Borsalino
- Moscot
- L.G.R
- Maui Jim

## **Homeware & Gifts**

Inspired by a sense of the home as a sanctuary, this range brings style, comfort and functionality to every room.

- Bottega Conticelli
- Caran d'Ache
- Assouline
- Loqi
- The Bespoke Company