

Genting Cruise Lines, Starboard Cruises and DFS announce first DFS T Gallerias at sea on Dream Cruises' global class ships



Genting Cruise Lines and Starboard Cruise Services continue their long-standing partnership with the announcement of the first-ever DFS T Gallerias at sea on board Dream Cruises' two new Global Class ships, Global Dream and her yet-to-be-named sister ship. At the signing ceremony are (front row, from left) Ed Brennan, Chairman and CEO, DFS Group; Mr. Kent Zhu, President of Genting Cruise Lines; Lisa Bauer, CEO and President, Starboard Cruise Services; (back row from left). Simon Ho, Vice President, Guest Experience & Onboard Revenue, Genting Cruise Lines; Brenda Baty, Chief Commercial Officer, Starboard Cruise Services; Lisa Baldzicki, Chief Merchandising Officer, Starboard Cruise Services; Christine Li, Senior Vice President, Marketing, Genting Cruise Lines; and Derek Wong, Vice President & General Manager, Asia, Starboard Cruise Services

Genting Cruise Lines, Starboard Cruise Services and DFS have partnered to launch the first DFS T Gallerias on board Dream Cruises' two new Global Class Ships. These two ships will be the world's largest cruise ships in terms of passenger capacity when they start operations in 2021 and 2022.

One ship is named Global Dream, while the other ship has yet to be named, the 208,000-ton ships are targeted at the Asian cruise markets. They will be able to accommodate 9000-plus passengers and 2,500 crew during peak holiday seasons in its 2350 passenger cabins.

In terms of retail offerings, Dream Cruises' Global Class ships have a total of 18,000 square feet of retail space across categories such as fashion and accessories, beauty and fragrance, watches and jewelry, and food and gifts. Passengers can expect a retail offering featuring brand firsts, product introductions, and activations, culminating in a seamless experience that is specifically curated for the Global Class passenger.

In a press release, Kent Zhu, President of Genting Cruise Lines said: "With Genting Cruise Lines' over 25 years of experience operating cruise ships in Asia, we know that retail and shopping is an important component of our guests' vacation plans, and we are excited to have the highly coveted brands that both Starboard and DFS represent available on our ships."

“Our Global Class vessels belong to a new generation of cruise ships designed for the Asian market. As Asia’s first luxury cruise line, working with Starboard and DFS was a natural partnership. We look forward to collaborating with our valued travel retail partners on this ground-breaking new venture.”

“We are extremely proud of the partnership we have established with Dream Cruises over the years and are even prouder to join forces on these two record-breaking ships. We are also excited to bring together, for the first time, Starboard and DFS Group. We are both industry leaders in catering to the Asia traveler — both on land and at sea. Now, our combined expertise will elevate the cruise shopping experience to new heights,” stated Lisa Bauer, CEO and President, Starboard Cruise Services.

Ed Brennan, Chairman and CEO, DFS Group, said: “DFS is proud to partner with its sister company, Starboard, on this first-of-its-kind travel retail opportunity. Starboard’s unmatched expertise in cruise retail, coupled with DFS’ skill in curating exceptional products and experiences for the global traveler, make it the perfect match for the world’s two largest passenger cruise ships.”

DFS’ T Galleria department stores are known for offering an assortment of the world’s preferred luxury brands, exceptional retail environments, highly personalized services and unique experiences tailored to traveling customers.

Dream Cruises and Starboard’s partnership began in 2016, with the cruise line’s first ship Genting Dream and continued with its subsequent ships, World Dream in 2017 and Explorer Dream in 2019. Both parties are also known for launching the world’s first Dior boutique at sea and the Tiffany & Co. boutique at sea in Asia.