

Harding+ and Diamanti Per Tutti launch collection onboard P&O Cruises



Diamanti Per Tutti's specialist travel retail collection, Wanderlust, onboard P&O Cruises Iona

Cruise retailer [Harding+](#) is extending its partnership with jewelry brand [Diamanti Per Tutti](#) by launching a collection onboard [P&O Cruises Iona](#) as a first for the cruise line.

"Featuring within the 'Retail introductions' space which champions new onboard brands for cruise guests, the range will showcase Diamanti Per Tutti's specialist travel retail collection, Wanderlust, while an even more specialist Cruise-only collection is also in development," explains a press release.

"As part of the Harding+ purpose of 'Making every cruise better', the launch experience, which is onboard until end of May, will see one of Diamanti Per Tutti founders, Stephanie Wilms joining the cruise to give talks, meet cruise guests and offer specialist training to the dedicated onboard Harding+ jewelry team."

Paul Cunningham, Global Director of Buying from Harding+ said, "Diamanti Per Tutti is a smart, contemporary, and ethical brand that has shown a real understanding not just of modern jewelry buyers' needs, but of travel retail and cruise guests especially. At Harding+ we always focus on what will work for the guests for each individual cruise ship with which we partner, and having a brand that shares the idea of different mindsets for different occasions is a perfect match. And what's

particularly relevant is the alignment on our journey towards more sustainable business practices, with Diamanti Per Tutti's conscious shopping approach and focus on use of recycled and eco-friendly materials in products and packaging."

Edward Verté, co-founder and CEO of Diamanti Per Tutti added, "We are delighted to launch Diamanti Per Tutti onboard our first P&O Cruises ship, expanding our wonderful partnership with Harding+ in close collaboration with Newmark's travel retail team. Together with Paul's team we selected a special offering of our natural diamond designer jewelry specifically targeting the stunning P&O Cruises Iona."