

Heinemann welcomes guests onboard Royal Caribbean's Icon of the Seas



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Gebr. Heinemann, through its 100% subsidiary Heinemann Americas Inc., has started to operate 14 retail venues onboard the Icon of the Seas.

The stores offer an exclusive selection of Royal Caribbean branded logo merchandise, in addition to fine watches, fine & fashion jewelry, spirits, perfumes & cosmetics, and vintage luxury leather goods

and watches.

Several prestigious brands, including Chanel in the beauty category and Cartier and Hublot watches, are being offered in a multibrand store. Certified pre-owned Rolex are also featured, along with the first-at-sea Omega boutique and new brands to the cruise channel, such as Sunday Riley, Bond No.9, Parfums de Marly, Kylie Cosmetics, Supergoop, Sol de Janeiro and Casamigos. There is also a store offering certified pre-owned luxury handbags with exclusive models from Hermès, Louis Vuitton and others. The curated selection also features a co-branded collection with Vineyard Vines and an Icon exclusive Woodford Reserve.



Immersive retailtainment: Fine Watches is located in the Icon of the Seas' Central Park

Strategically positioned throughout the ship, the stores are found in key areas like the Royal Promenade, picturesque Central Park, and the family-friendly Surfside. These retail spaces offer more than just shopping; they provide guests with immersive retailtainment experiences, supported by a team of 35 dedicated professionals.

Nicolas Hoeborn, Managing Director of Heinemann Americas, said, "We are thrilled to be able to equip this stunning ship with such a diverse and exceptional retail offering. Guests can expect a spectacular assortment and unforgettable shopping experience aboard Icon of the Seas."

On the subject of pre-owned luxury products, Hoeborn added, "Our certified pre-owned products offer luxury brands at affordable prices, great quality, variety and availability. Pre-owned luxury also makes a lot of sense from a sustainability perspective, as these products contribute to the careful use of resources".

Icon of the Seas set sail on its maiden voyage from Miami to the Caribbean in January. The ship is 2

365 meters long and can accommodate 5,610 guests and 2,850 crew members. 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.

As a result of the successful partnership that commenced in 2019, Icon of the Seas will mark the third new build launched by Heinemann Americas since the onset of the pandemic. This achievement is said to “firmly cement the travel retailer’s standing as the leading expert for new builds within the industry”.