

Scenic Group partners with Starboard Luxury to introduce custom retail program



The Emerald Azzurra cruise ship

[Scenic Group](#), the parent company of Scenic Luxury Cruises and Tours and Emerald Cruises, has debuted a new international retail offering anchored in destinations and discovery. The small ship travel group has partnered with [Starboard Luxury](#) to introduce custom shopping programs designed specifically for its discovery and luxury yachts that visit remote corners of the world.

According to the company, "Starboard Luxury, a division of Starboard Cruise Services, took inspiration from the rich heritage of quality, creativity and craftsmanship of its parent company, LVMH Moët Hennessy Louis Vuitton, to curate bespoke collections and experiences for the most discerning travelers at sea."

Damien Thomas, Group Chief Operating Officer at Scenic Luxury Cruises & Tours, says, "We deliver the experience of a lifetime to our guests who are avid explorers. Nowhere else will they find unique aspects of adventure cruising, such as zodiacs, kayaking, stand-up paddleboarding and on-board Scenic Eclipse, two custom built helicopters and a submarine for unrivalled exploration. We are delighted to partner with Starboard Luxury as our onboard retail provider, who will provide our guests with the opportunity to purchase quality, specially crafted items throughout their journey."

Aligned with Scenic Group's innovative and tailored itineraries, the boutiques will offer a specially curated assortment of items and gifts designed to align with the Group's travel innovation. For polar voyages onboard Scenic Eclipse, guests can experience the ice-covered landscapes up close, with offerings optimized for the weather, such as expedition gear (all-weather performance binoculars and waterproof attire), skincare formulated to protect against all climate elements, and elevated apparel.

Warm water voyages in the Caribbean, Red Sea and Mediterranean will introduce new collections of

exclusive local artisanal items that guests can't find at home, in addition to unique vintage pieces, fine jewelry, and gifts locally sourced from the region.

"Luxury travelers look for personalized experiences that offer comfort, convenience and quality in every aspect of their holiday. We have built a custom assortment for the guests sailing on Scenic Luxury Cruises or Emerald Cruises that will satisfy those desires, even in some of the world's most remote locations," said Stacy Shaw, Vice President of Starboard's Luxury Division. "Whether that's a one-of-a-kind jewelry piece made from the region's unique gems, or an adorable plush penguin toy the grandkids will cherish, we seek out opportunities to surprise and delight guests."

In April, Starboard Luxury's retail programs debuted on board the Emerald Azzurra and the Scenic Eclipse II Discovery Yacht, and will launch next on Scenic I on May 3 and the newly built Emerald Sakara on August 5.