

Starboard and Celebrity Cruises reveal innovative shopping experience onboard Celebrity Ascent



Celebrity Ascent's retail experience reaches new heights with first-at-sea offerings

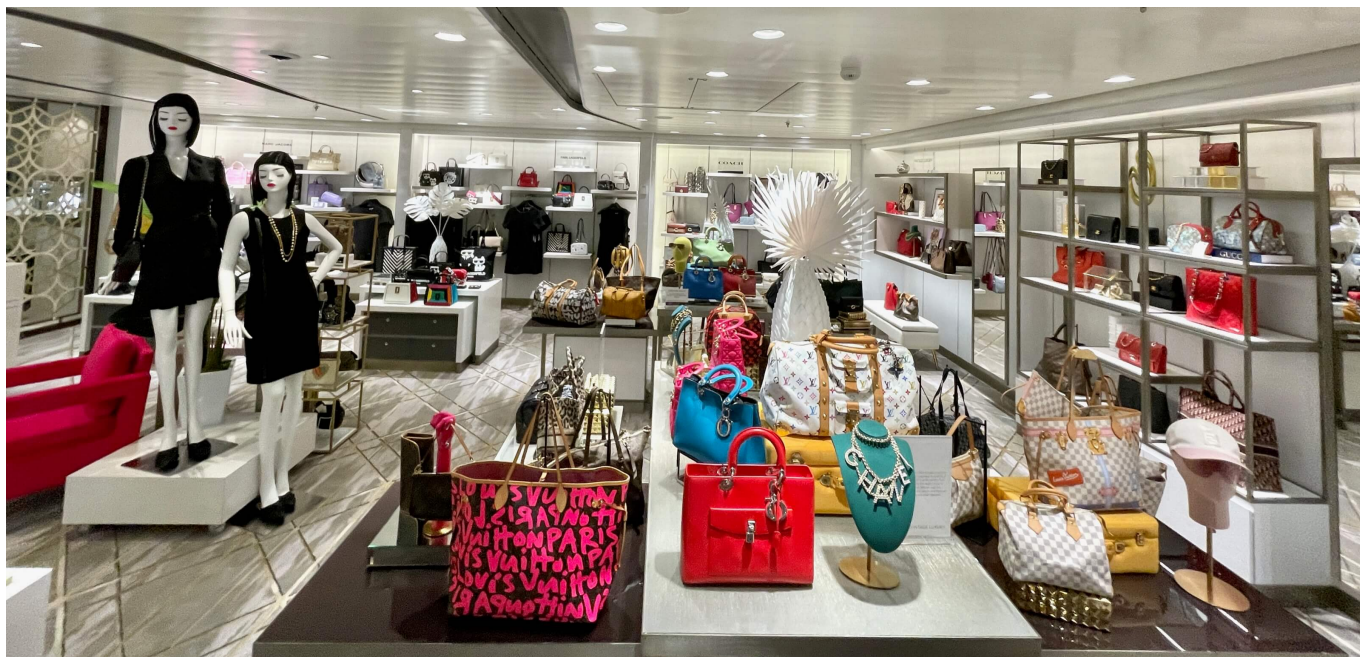
LVMH-owned Starboard Cruise Services has partnered with Celebrity Cruises to refine and innovate the immersive lifestyle shopping experience onboard the fourth ship in the cruise line's Edge Series, Celebrity Ascent.

The highly curated vacation retail offerings feature a selection of renowned brands that resonate with Celebrity's brand pillars of premium vacations and bringing destinations to life onboard. Catering to the modern traveler, Celebrity Ascent will also provide first-at-sea retail concept launches and cutting-edge digital activations that enable personalized gift-giving.

"Starboard has consistently been at the forefront of supporting Celebrity Cruises in its mission to launch the most sought-after ships," says Lisa Bauer, Starboard's President and CEO. "Our long-time partnership has boasted multiple groundbreaking concepts that have taken the creation of enduring memories to a whole new level. And we can't wait for guests to experience them aboard Celebrity Ascent."

Drawing from the exceptional offerings that contributed to the Edge Series' success, Celebrity Ascent will reintroduce popular signature labels complemented by many new brands across the fragrance, jewelry and watches, apparel and spirits categories. Spanning a total of 8,966sq ft across

two decks, guests can discover the Luxury District on Deck 5 as well as beauty, fashion, resort/Caribbean lifestyle, Swiss time pieces, spirits, and Celebrity branded offerings on Deck 4. Each distinct zone offers a diverse selection, from apparel, accessories, Swiss time pieces, jewelry, watches cosmetics and eco-friendly products to destination mementos, and much more.



Starboard Cruise Services unveils exclusive collections, inaugural brand launches, personalized gifting and Sensorial Spirit concept

Keith Lane Senior Vice President, Hotel Operations for Celebrity Cruises, comments, “Starboard, our long-time partner, has created an exceptional retail experience for our revolutionary Edge Series, aligning seamlessly with our innovation and refinement of the fleet. The results and positive feedback from our guests have truly exceeded our expectations.”

First-at-sea launches include:

- Celebrity Ascent will debut fragrances from luxury brand Loewe combining their signature artisanal ethos with inspirations from nature - for women, men, and for the home.
- Launching exclusively on Celebrity Ascent and Celebrity Beyond, The Sunset Collection curated by Nate Berkus and inspired by his design aesthetic for The Sunset Bar will feature a sophisticated array of travel and home accessories, exuding chic elegance.
- In line with growing preferences that cater to the mind, body, and soul, Celebrity Ascent taps into Starboard’s ‘Beauty for All’ concept expanding categories with a diverse range of hair care offerings with first-at-sea brand, Olaplex as well as Moroccan Oil Tools, along with body care assortments from Mario Badescu and L’Occitane.
- Celebrating resort-style fashion as well as purpose driven brands, guests will find first-at-sea brand Coradorables, a woman-founded, family-run Hawaiian brand made in Honolulu with hand-selected textiles and custom patterns celebrating local culture.

Refined luxury

The world’s newest Piaget boutique at sea will make its grand debut on Ascent with fine jewelry and watch collections, alongside timeless Richemont sister-brand Cartier showcasing iconic Swiss-made watches. Bvlgari continues its presence on Celebrity ships with a stand-alone lifestyle boutique offering jewelry, watches, handbags and accessories.

The Time is Now boutique showcases highly-covetable and iconic Swiss timepiece brands - Tag Heuer, Hublot and Breitling. In addition, for the first time at sea, guests will be able to enhance their Swiss time piece gifts with a personalized message printed on satin ribbon, available in English, Spanish, or French.

John Hardy unveils their first revamped store at sea, illustrating a modern design ethos spearheaded by the brand's Creative Chair, Reed Krakoff. The shop will showcase exclusive jewelry, the new Spear Collection and engage guests through an interactive chain-weaving installation.

Catering to the discerning male guests, the Mankind boutique on Deck 5 delivers a dynamic brand lineup in various categories. From watches and jewelry, grooming essentials, accessories to the latest in fashion, Mankind offers an exclusive space to find the perfect gift for him.

In the Attraction boutique, the N1 Skincare Collection by Chanel will inaugurate a fully immersive range of unique collections, personalized experiences, and top-tier services. Complementing this milestone, an extended makeup selection from Chanel and Dior will be showcased, elevated by dedicated Beauty Specialists, ensuring guests receive comprehensive consultations and engaging seminars focused on skincare aspirations.

Additionally, guests will be able to purchase the perfect fragrance gift with a personalized touch with onsite bottle engraving.

Multisensory spirited exploration

Aboard Celebrity Ascent, the Spirited Shop undergoes a remarkable transformation, becoming an enticing realm of flavors and aromas. This new approach introduces a fully immersive experience blending digital elements, personalized tastings, and unprecedented engagement. In partnership with Diageo, Celebrity Ascent will feature the "What's Your Whiskey" interactive experience. Guests take a short quiz and will discover whether they lean towards smoky, spicy, fruity or sweet whiskeys.

The shop's offerings expand with the introduction of a range of wines including limited production vintages.

Purpose driven retail

Celebrity Ascent presents a carefully curated selection of brands infused with meaningful purpose. Guests will discover Eva Innocenti, Fahlo, Tagua, Mary Frances, and Les Iles du Monde. These brands are destinations within themselves with inspiring founder stories as well as artisanal goods that resonate with Celebrity Ascent's itineraries, enriching the overall cruise experience.

Inside the Sense of Self boutique, guests will also discover woman-founded brand Farm Rio debuting on Celebrity, featuring its vibrant clothing line made in Brazil that embodies the feminine spirit and vibrant colors of Rio.

Enhancing these offerings is an expansive collection of vintage luxury designer handbags and accessories from What Goes Around Comes Around.

Celebrity Ascent is set to embark on her inaugural Caribbean season, commencing November 26, 2023, departing from Port Everglades in Fort Lauderdale from December 2023 to April 2024. This new addition to the 2023-2024 Caribbean season will transport guests to the most coveted tropical destinations, including the Bahamas, Grand Cayman, Puerto Rico, and the British Virgin Islands. Afterwards, Celebrity Ascent will set sail for Europe, offering a summer filled with bucket-list Mediterranean cruises in Greece, Italy, Turkey, Spain, and France.

The highly curated vacation retail offerings feature a selection of renowned brands that resonate with Celebrity's brand pillars of premium vacations and bringing destinations to life onboard. Catering to the modern traveler, Celebrity Ascent will also provide first-at-sea retail concept launches and cutting-edge digital activations that enable personalized gift-giving.

"Starboard has consistently been at the forefront of supporting Celebrity Cruises in its mission to launch the most sought-after ships," says Lisa Bauer, Starboard's President and CEO. "Our long-time partnership has boasted multiple groundbreaking concepts that have taken the creation of enduring memories to a whole new level. And we can't wait for guests to experience them aboard Celebrity Ascent."

Drawing from the exceptional offerings that contributed to the Edge Series' success, Celebrity Ascent will reintroduce popular signature labels complemented by many new brands across the fragrance, jewelry and watches, apparel and spirits categories. Spanning a total of 8,966sq ft across two decks, guests can discover the Luxury District on Deck 5 as well as beauty, fashion, resort/Caribbean lifestyle, Swiss time pieces, spirits, and Celebrity branded offerings on Deck 4. Each distinct zone offers a diverse selection, from apparel, accessories, Swiss time pieces, jewelry, watches cosmetics and eco-friendly products to destination mementos, and much more.

Keith Lane Senior Vice President, Hotel Operations for Celebrity Cruises, comments, "Starboard, our long-time partner, has created an exceptional retail experience for our revolutionary Edge Series, aligning seamlessly with our innovation and refinement of the fleet. The results and positive feedback from our guests have truly exceeded our expectations."

First-at-sea launches include:

- Celebrity Ascent will debut fragrances from luxury brand Loewe combining their signature artisanal ethos with inspirations from nature - for women, men, and for the home.
- Launching exclusively on Celebrity Ascent and Celebrity Beyond, The Sunset Collection curated by Nate Berkus and inspired by his design aesthetic for The Sunset Bar will feature a sophisticated array of travel and home accessories, exuding chic elegance.
- In line with growing preferences that cater to the mind, body, and soul, Celebrity Ascent taps into Starboard's 'Beauty for All' concept expanding categories with a diverse range of hair care offerings with first-at-sea brand, Olaplex as well as Moroccan Oil Tools, along with body care assortments from Mario Badescu and L'Occitane.
- Celebrating resort-style fashion as well as purpose driven brands, guests will find first-at-sea brand Coradorables, a woman-founded, family-run Hawaiian brand made in Honolulu with hand-selected textiles and custom patterns celebrating local culture.

Refined luxury

The world's newest Piaget boutique at sea will make its grand debut on Ascent with fine jewelry and watch collections, alongside timeless Richemont sister-brand Cartier showcasing iconic Swiss-made watches. Bvlgari continues its presence on Celebrity ships with a stand-alone lifestyle boutique offering jewelry, watches, handbags and accessories.

The Time is Now boutique showcases highly-covetable and iconic Swiss timepiece brands - Tag Heuer, Hublot and Breitling. In addition, for the first time at sea, guests will be able to enhance their Swiss time piece gifts with a personalized message printed on satin ribbon, available in English, Spanish, or French.

John Hardy unveils their first revamped store at sea, illustrating a modern design ethos spearheaded

by the brand's Creative Chair, Reed Krakoff. The shop will showcase exclusive jewelry, the new Spear Collection and engage guests through an interactive chain-weaving installation.

Catering to the discerning male guests, the Mankind boutique on Deck 5 delivers a dynamic brand lineup in various categories. From watches and jewelry, grooming essentials, accessories to the latest in fashion, Mankind offers an exclusive space to find the perfect gift for him.

In the Attraction boutique, the N1 Skincare Collection by Chanel will inaugurate a fully immersive range of unique collections, personalized experiences, and top-tier services. Complementing this milestone, an extended makeup selection from Chanel and Dior will be showcased, elevated by dedicated Beauty Specialists, ensuring guests receive comprehensive consultations and engaging seminars focused on skincare aspirations.

Additionally, guests will be able to purchase the perfect fragrance gift with a personalized touch with onsite bottle engraving.

Multisensory spirited exploration

Aboard Celebrity Ascent, the Spirited Shop undergoes a remarkable transformation, becoming an enticing realm of flavors and aromas. This new approach introduces a fully immersive experience blending digital elements, personalized tastings, and unprecedented engagement. In partnership with Diageo, Celebrity Ascent will feature the "What's Your Whiskey" interactive experience. Guests take a short quiz and will discover whether they lean towards smoky, spicy, fruity or sweet whiskeys.

The shop's offerings expand with the introduction of a range of wines including limited production vintages.

Purpose driven retail

Celebrity Ascent presents a carefully curated selection of brands infused with meaningful purpose. Guests will discover Eva Innocenti, Fahlo, Tagua, Mary Frances, and Les Iles du Monde. These brands are destinations within themselves with inspiring founder stories as well as artisanal goods that resonate with Celebrity Ascent's itineraries, enriching the overall cruise experience.

Inside the Sense of Self boutique, guests will also discover woman-founded brand Farm Rio debuting on Celebrity, featuring its vibrant clothing line made in Brazil that embodies the feminine spirit and vibrant colors of Rio.

Enhancing these offerings is an expansive collection of vintage luxury designer handbags and accessories from What Goes Around Comes Around.

Celebrity Ascent is set to embark on her inaugural Caribbean season, commencing November 26, 2023, departing from Port Everglades in Fort Lauderdale from December 2023 to April 2024. This new addition to the 2023-2024 Caribbean season will transport guests to the most coveted tropical destinations, including the Bahamas, Grand Cayman, Puerto Rico, and the British Virgin Islands. Afterwards, Celebrity Ascent will set sail for Europe, offering a summer filled with bucket-list Mediterranean cruises in Greece, Italy, Turkey, Spain, and France.