

# Starboard Cruise Services partners with Sephora to expand beauty offerings



A first at sea, Starboard introduces the Sephora Collection on select ships

Starboard Cruise Services, the premier cruise retailer, announces a first at sea: an exclusive partnership with Sephora, an LVMH Moët Hennessy Louis Vuitton sister company. A select number of Starboard's cruise ship partners now carry Sephora's private label brand, Sephora Collection.

Offered in the ship's beauty shop, the Sephora Collection features options ranging from makeup for lips, eyes and face, to beauty tools, brushes and skincare products. The collection is available in a stand-alone, branded gondola that encourages cruise ship guests to try, test and play.

Sephora's open-sell environment perfectly complements Starboard's retail experience, which is known for engaging, specially trained beauty experts who encourage discovery and assist guests with personalized consultations and makeovers.

Lisa Bauer, President & CEO, Starboard Cruise Services, comments: "We are extremely pleased to welcome Sephora, a global beauty industry leader, and look forward to providing guests with even more beautiful possibilities onboard. As an LVMH company, Starboard provides our cruise line partners with unique opportunities that are not available with any other cruise retailer."

Samantha Etienne, CEO, Sephora Collection, adds: The Sephora Collection is available to consumers

onboard cruise ships for the first time, it's a relationship that could have only happened with Starboard."