



FOR IMMEDIATE RELEASE

WAVES OF CHANGE FOR CRUISE RETAIL

Industry Leader Shares Vision, Reimagined Retail Concepts

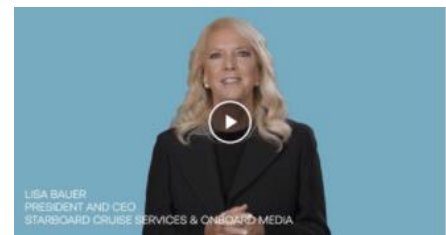
MIAMI (October 19, 2020) – This week, at Moodie Davitt Report's inaugural [Virtual Travel Retail Expo](#), Starboard Cruise Services' CEO and President, Lisa Bauer, shared insights, inspiration and innovative solutions for the next wave of cruise retail. During the panel session, "Regaining Cruise Control," Bauer explained how overcoming short and long-term industry challenges has presented creative opportunities to evolve and elevate the cruise vacation experience.

Bringing transformative, immersive and experiential shopping to sea for more than 60 years, Starboard is the world's largest cruise retailer and global market leader. As part of LVMH Moët Hennessy Louis Vuitton, it not only offers cruise lines partners exclusive access to luxury heritage brands, but the advanced retail insights and resources from 75 sister maisons [1] worldwide – a significant factor in today's market environment.

"Based on consumer research and insights that are shaping today's guest expectations, we are reimagining retail experiences that are customized for each cruise line partner, its brand distinctions and guest preferences," says Bauer.

Encouraged by recent Europe sailings, Bauer gave a glimpse of the global macro trends forming Starboard's strategy for a successful, measured and responsible restart.

- **Experiential:** Offering guests opportunity to capture authentic and meaningful memories with unique and special products, such as collections reflective of port destinations – each with their own story and part of an unforgettable vacation.
- **Luxury Redefined:** Beyond indulgence, today's "luxury" is evolved to broader, more holistic concept valuing time, exclusivity and access.
- **Omnichannel:** Consumers are now conditioned to expect 24/7 access to brands and businesses and conveniently through fully integrated digital touchpoints. For cruisers this can mean pre-cruise purchasing, on any device and pick-up or stateroom delivery options.
- **Digitization:** Enhanced mobile-first digital integration throughout the shopping experience. Examples that will serve to enhanced safety protocols include – augmented reality/virtual try on; contactless retail; e-commerce; seamless integration with offline shopping/offers.
- **Personalization:** While-you-wait apparel monogramming, to the one-on-one attention from the shop specialists – there's a myriad of hallmarks that contribute to the guest's personal and memorable vacation experience.



Lisa Bauer, CEO and President, identifies global trends influencing consumer shopping behavior.

[CLICK HERE](#) to watch video.

- **Purpose/Conscious Consumerism:** Today purchase decisions are considered a reflection of one's personal values. Starboard is delivering curated collections for guests' increasing consideration and support toward sustainability, culture and community.

New Shops, Ships Sailing

In early 2021, Starboard Cruise Services is unveiling its newest trend-driven luxury retail design with longtime partner, Celebrity Cruises' APEX – the highly anticipated second ship in Celebrity's Edge series.

[1] LVMH is home to 75 distinguished Houses rooted in six different sectors including: Wines & Spirits; Fashion & Leather Goods; Perfumes & Cosmetics; Watches & Jewelry.

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ABOUT STARBOARD CRUISE SERVICES

[Starboard Cruise Services](#) is the premier retailer at sea, providing the finest selection of coveted brands and engaging experiences to global cruise vacationers. Starboard proudly provides retail operations for eight leading cruise line partners around the world, including Royal Caribbean International, Celebrity Cruises, Carnival Cruise Line, Costa Cruises, Norwegian Cruise Line, Dream Cruises, Crystal Cruises and Silversea. The company is part of LVMH Moët Hennessy Louis Vuitton, the world's leading luxury provider. Starboard has been consistently recognized for excellence by the travel retail industry with numerous awards, including DFNI-Frontier Americas Travel Retailer of the Year; Asia/Pacific Cruise Retailer of the Year; and Global Cruise Retailer of the Year. The company is headquartered in Miami and has offices in Hong Kong, Shanghai and Genoa, Italy.

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