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**Celebrity Cruises Becomes the First Cruise Company  
to Offer Kate Spade, Cole Haan and Barbara Rihl Fine Leather Goods**

***Nine high-end fashion brands to be added to onboard retail collection***

**MIAMI, FL – Sept. 9, 2014** – This fall, [Celebrity Cruises](http://www.celebritycruises.com) will become the first cruise line to offer Kate Spade and Cole Haan fine leather goods, accompanied by Italian made leather brand Furla, in an unveiling onboard [Celebrity Reflection](http://www.celebritycruises.com) starting Oct. 14, 2014.

The shopping experience onboard will further be enhanced with the addition of travel-inspired fine leather goods brand Barbara Rihl and Diane von Furstenberg fashions – also firsts among cruise lines – beginning in early 2015 on select Celebrity ships. Other fashion brands coming to Celebrity Cruises in the new year include Trina Turk, Joseph Ribkoff Noir, Spartina 449, and for men - Hugo Boss Green.

“Celebrity Cruises is excited and honored to be the first cruise company to offer these prestigious brands,” said Sabine Muhlberger, Director, Onboard Revenue Operations, Celebrity Cruises. “Our ships already present a great selection of apparel, luxury watches, fine jewelry, beauty and fragrance products tax-free and duty-free, so guests will now have even more upscale brands to choose from during their modern luxury vacation.”

Celebrity Cruises will also launch its fifth Michael Kors fine leather boutique, appearing onboard [Celebrity Solstice](http://www.celebritycruises.com) in early 2015. With this new addition, all Solstice Class ships will have a Michael Kors boutique.

**About Celebrity Cruises**

Celebrity Cruises’ iconic “X” is the mark of modern luxury, with its cool, contemporary design and warm spaces; dining experiences where the design of the venues is as important as the cuisine; and the amazing service that only Celebrity can provide, all created to provide an unmatched experience for vacationers’ precious time. Celebrity Cruises’ 11 ships offer modern luxury vacations visiting all seven continents and present immersive cruisetour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL). For more information, dial 1-800-437-3111, visit [www.celebritycruises.com](http://www.celebritycruises.com), or call your travel agent.

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