



Media Contacts:
Nathalie Alberto
(305) 539-6721
nalberto@celebrity.com

Bradley Norman
(305) 539-4413
bradleynorman@celebrity.com

**THE CELEBRITY REVOLUTIONSM BEGINS: CELEBRITY CRUISES BRINGS
ENTIRE FLEET TO THE EDGE**

This isn't a makeover, it's a \$500-million game-changer.



Note: Hi-res renderings are available for download at www.celebritycruisespresscenter.com

MIAMI – July 17, 2018 – Once again, Celebrity Cruises is set to transform the industry with the unveiling of **THE CELEBRITY REVOLUTION**, a more than \$500-million reimagining of the fleet in partnership with more than 500 leading architects, designers, and engineers designed to bring the rest of the brand's award-winning fleet to the *Edge*.

"We launched **THE CELEBRITY REVOLUTION** to do one thing – transform the way our guests experience the world. It began with the introduction of the industry-changing *Celebrity Edge*, and continued with the stunning *Celebrity Flora*," said Lisa Lutoff-Perlo, President and CEO, Celebrity Cruises. "Our dedication to improving the way guests experience the world knows no bounds. We are taking our entire award-winning fleet to the edge and giving people the vacation they truly deserve."

THE SUITE LIFE JUST GOT SWEETER

Transforming the brand's award-winning ships gave Celebrity the opportunity to bring its already world-class suite experience on board *Celebrity Millennium*, *Celebrity Constellation*, *Celebrity Infinity*, and *Celebrity Summit* to lavish new heights with the help of visionary designer Kelly Hoppen, MBE. She will also infuse the newly added Reflection Suite and Signature Suites (found today on *Celebrity Reflection*) to *Celebrity Solstice*, *Celebrity Eclipse*, *Celebrity Equinox*, and *Celebrity Silhouette*, with her signature style – a subtle, coordinated fusion of East meets West, with clean lines, neutral tones, and a warm, inviting opulence.

“This was a new and exciting challenge to recreate something stylish and luxurious yet totally different from the accommodations that I have designed for *Celebrity Edge*,” said Hoppen. “I wanted to invoke a feeling of timeless luxury that welcomed guests into their own haven. Your bedroom is where you sleep and where you wake, two of the most important times of day, especially when you are on vacation. It was important to create space, harmony and luxury within a home away from home setting and I think we achieved this balance perfectly.”

With *Celebrity Edge*, the brand introduced an exclusive new sanctuary for all Suite Class guests called The Retreat. And now, Celebrity is bringing its most luxurious experiences fleet-wide. Every ship will offer The Retreat Sundeck and The Retreat Lounge, both strikingly designed by Hoppen. In imagining The Retreat Sundeck, she has created a chic, open-air hideaway with the feel of a high-end resort, where guests can unwind on plush loungers, sip tantalizing cocktails, and savor refreshing treats. At The Retreat Lounge (formerly Michael’s Club), Hoppen has designed a warm and sophisticated atmosphere.

“REVOLUTIONARY” ACCOMMODATIONS

When redesigning the accommodations, every detail was carefully thought through with guest comfort at the front of mind. Celebrity collaborated with renowned international hospitality design firm Hirsch Bedner Associates (HBA) to transform the staterooms on board *Celebrity Millennium*, *Celebrity Constellation*, *Celebrity Infinity*, and *Celebrity Summit*, plus the staterooms and many of the suites on board *Celebrity Solstice*, *Celebrity Eclipse*, *Celebrity Equinox*, *Celebrity Silhouette* and *Celebrity Reflection* into a statement about modern luxury.

“Every detail of our staterooms has been elevated, every comfort refined,” said Brian Abel, Senior Vice President, Hotel Operations, Celebrity Cruises. “By the end of **THE CELEBRITY REVOLUTION** the entire fleet will have the same quality, design essence, and consistency of modern luxury, bringing our fleet to the edge.”

All staterooms will feature a fresh, chic design, rivaling the world’s best boutique hotels. They will also be fitted with Celebrity’s eXhale bedding featuring exclusive luxurious cashmere mattresses, RFID locks, pervasive Xcelerate and Bluetooth capabilities.

“REVOLUTIONARY” CULINARY

Celebrity is always looking for new ways to open the world, not only through the places the brand visits, but through globally inspired culinary experience, as well.

Guest-favorite restaurant Qsine will be added across the fleet and completely renovated, now offering the brand’s virtual Le Petit Chef experience, created by the world-famous artists of Skullmapping and presented by TableMation exclusively for Celebrity. Oceanview Café will be redesigned with an open, airy, marketplace-inspired design offering guests island after island of international delicacies, while the already-stunning Main Restaurants will undergo a beautiful redesign, with new textures and new finishes added throughout.

EVERY DETAIL IS BEING TAKEN TO THE EDGE

Even more groundbreaking innovations are on the horizon with **THE CELEBRITY REVOLUTION**, including:

- Expansion of the new SEA Thermal Suite – first introduced on *Celebrity Edge* – to offer an ahh-inspiring array of therapeutic spa experiences at sea

- Exclusive new shopping experiences featuring sought-after brands and designers, such as Shinola, John Hardy, and Hublot, plus state-of-the-art digital photo galleries that make browsing vacation memories a snap
- Elevated bars and lounges, including the newly reimagined Passport Bar and an expansion of Celebrity's popular Gastrobar concept, serving more than 40 craft beers, creative cocktails, and gourmet comfort food
- More exciting upgrades to public venues all throughout each ship, including The Hideaway, Team Earth, The Library, and more

The first "revolutionary" revitalization will take place in 2019, beginning with the iconic *Celebrity Millennium*, and will continue across the fleet through 2023. To learn more about **THE CELEBRITY REVOLUTION**, visit www.celebritycruises.com/revolution.

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' 12 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents incredible cruise tour experiences in Alaska and Canada. Celebrity is one of five cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE: RCL). For more information, dial 1-800-437-3111, visit www.celebritycruises.com, or call your travel agent.

###