



CELEBRITY CRUISES CURATES LUXURY RETAIL EXPERIENCE ONBOARD NEW CELEBRITY BEYOND, CELEBRATING DESIGN, DESTINATIONS AND PURPOSE

*First-at-Sea Brands to include Stella McCartney, goop, La Maison du Chocolat
and More*

MIAMI (April 21, 2022) – [Celebrity Cruises](#)® today announced their exclusive retail lineup onboard the highly anticipated new-luxury ship *Celebrity Beyond*SM, curating an immersive [lifestyle shopping experience](#) that showcases notable fashion brands, wellness collaborations and sustainable offerings rivaling high-end shopping destinations on land.

Open for business from *Celebrity Beyond*'s official launch on April 27, guests on *Celebrity Beyond* will have access to a variety of well-known, first-at-sea luxury goods including high-fashion by Stella McCartney, beauty products from goop, gourmet chocolate from Maison du Chocolate, and many more. The Celebrity Shops, which cover more than 21,000 square feet across two decks, also feature fine jewelry, watches and fragrances to beauty products and clothing from such iconic luxury retail brands as Bvlgari, Cartier, Elemis, Marni, Montblanc and Panerai, to name a few. The luxury retail offerings are complemented by authentic destination-inspired collections and additional responsible retail experiences.

"Our vision was to create a retail experience that mirrors Celebrity's own purpose-driven commitments from supporting women, diversity, and sustainability to celebrating local culture and traditions," said Brian Abel, Senior Vice President of Hotel Operations for Celebrity Cruises. "It's a thoughtful collection designed to make our shops a destination in themselves and a gathering place for fans of both iconic and up-and-coming brands."

First-at-Sea Brand Launches

Several new brand collections will launch exclusively on *Celebrity Beyond* for the first time at sea.

Making its ocean debut, luxury fashion brand Stella McCartney, known for its commitment to responsible fashion, creating beautiful, desirable products with the least impact on the environment, will offer apparel, footwear, handbags, and sunglasses. Also debuting on *Celebrity Beyond* is Marni, an Italian luxury fashion house that celebrates the authenticity of Italian artisanal workmanship with its apparel and handbags, exalting the sophistication of materials and the originality of its design.

Modern lifestyle brand goop, founded by Gwyneth Paltrow, Celebrity's Well-Being Advisor, will offer a curated capsule of beauty and skincare products from the brand's popular GOOPGLOW, GOOPGENES, and G.Tox collections as an extension to their existing partnership with Celebrity; and Beekman 1802, the world's largest goat-milk skincare company with clinically tested, scientifically proven formulas for sensitive skin, will also debut onboard.

In addition, *Celebrity Beyond* marks the first La Maison du Chocolat boutique at sea, offering the signature Paris brand's Coffret Maison and Gesture gift boxes, along with select chocolate bars, all made by hand.



New to Celebrity's *Edge Series* ships is Effy, an elite New York based jewelry designer known for his stunning, wearable works of art with world renowned attention to detail. The largest assortment of the brand's EHENY Collection that has ever been assembled will launch exclusively on *Celebrity Beyond* with 50 one-of-a-kind designs, each showcasing an extraordinary colored gemstone. In collaboration with Effy, world-renowned artist Rubem Robierb has designed a limited-edition collection exclusive to Celebrity Cruises, that will be available at the Effy boutique and is inspired by Rubem's powerful 'Peace Makers' artwork, also featured onboard *Celebrity Beyond*.

Luxury Boutiques at Sea

Dubbed "Luxury Avenue," Deck 5 on *Celebrity Beyond* showcases highly covetable boutiques from iconic brands and will be home to the first luxury watch boutique at sea, featuring all three iconic Swiss timepiece brands - Cartier, IWC and Panerai. Guests can also shop for watches, along with jewelry, handbags, and accessories at iconic Italian luxury lifestyle brand Bvlgari's standalone lifestyle boutique. Rounding out the lineup of world-class designers is Montblanc, which brings its fine European craftsmanship and time-honored designs to a lifestyle assortment across writing instruments, watches, leather goods and more, along with niche discovery brands in an all-new men's lifestyle shopping concept.

Purpose-Led Retail

In keeping with Celebrity's commitment to female empowerment, sustainability, diversity and wellness, guests can "purchase with purpose" and discover responsible brands that pursue meaning beyond commerce. Inclusive apparel brand Summersalt offers swimwear and resort wear made with earth-friendly practices for every woman's body; accessory brand 4Ocean supports beach and ocean cleanups with proceeds from global sales; and leading vintage luxury brand What Goes Around Comes Around (WGACA), offers the rarest and most desirable designer handbags and accessories from brands including Louis Vuitton, Chanel, Gucci, Hermes, Prada, Fendi and Dior.

Bringing Destinations Aboard

Onboard *Celebrity Beyond*, guests will find a celebration of people, culture and traditions from the ports visited coming to life in artisanal apparel, accessories, and authentic gifts.

While traversing through Europe on *Celebrity Beyond's* Mediterranean itineraries, guests will be able to purchase locally made gifts from the destinations visited including sustainable footwear from Spanish brand Respoke, which repurposes designer silk scarves into one-of-a-kind footwear made with natural fibers and environmentally friendly materials; and leather handbags and accessories from The Bridge in Florence, Italy that blends tradition with modernity and a 50-year history of skilled Italian craftsmanship.

Guests will be able to experience a little slice of Greece, as they shop Rizes Crete's selection of natural cosmetics, soaps and decorative home items made with olive wood in Crete, Greece; and, from Marseille, France, La Corvette's soaps and body care products made from traditional, handcrafted cooking practices dating back to 1894, using only vegetable oils with no perfumes, coloring, or preservatives.

Fleet Favorite Retail Experiences

Tried and true, Celebrity's signature retail experiences cannot be overlooked. iLounge, Celebrity's chic approach to the Internet lounge, is the first Authorized Apple® Specialist at Sea, featuring state-of-the-art Apple technology for use and purchase, along with tech tips and tricks from onboard certified Apple experts.



Spa-goers can purchase from ELEMIS, which will be debuting a variety of products on *Beyond* as part of their legendary Pro-Collagen line-up.

For art lovers, Park West Gallery is bringing world-class art to *Celebrity Beyond* with their Museum@Sea, featuring works that range from Pablo Picasso to New York art superstar Mark Kotsabi, whose art is featured in MoMA, the Met, the Guggenheim and over 50 museums around the world. Guests can check out other innovative new art mediums on board, as well, from groundbreaking new sculptures to augmented reality art and more.

Welcome Beyond

Like her industry-changing sister ships, *Celebrity Edge*® and *Celebrity Apex*™, both of which have been named one of TIME Magazine's "[World's Greatest Places](#)" following her 2018 debut season, *Celebrity Beyond* will connect guests to the breathtaking world around them like never before. The ship's onboard and onshore experiences stand it apart as a new-luxury travel brand without comparison.

Celebrity Beyond will depart on her maiden voyage on April 27, 2022, from Southampton, England on a 10-night Western Europe cruise visiting Bordeaux, France; Lisbon, Portugal; and Seville, Malaga, Palma de Mallorca and Barcelona, Spain. She will then offer a variety of Mediterranean journeys including nine-night Italian Riviera and France itineraries and 10-night Greek Isles itineraries through early October, when she then heads to the Caribbean.

Simplifying the luxury experience, Wi-Fi, drinks, and service charges are now 'Always IncludedSM' on every Celebrity cruise. For more information on *Celebrity Beyond* and to book the vacation of a lifetime, visit www.celebritycruises.com/cruise-ships/celebrity-beyond or contact a trusted travel advisor. For more information on all Celebrity Cruises 2022-2023 sailings, go to <https://www.celebritycruises.com/2022-2023-cruises>.

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