

Victorinox enters cruise market aboard Crystal Endeavor



Victorinox sets sail onboard Crystal Endeavor in Starboard's adventurous-luxury shopping concept. Starboard Cruise Services' new Crystal Endeavor is the ship to welcome Victorinox in its cruise industry debut.

The initial offer includes travel gear and watches. Starboard's wider rollout plan for Victorinox products will take place over 2021 and 2022.

Crystal Endeavor is the first purpose-built expedition vessel in the Crystal fleet.

During ten-night voyages around Iceland, guests will be able to peruse and purchase Victorinox items including INOX Carbon and INOX Pro Diver Titanium watches, Altmont Lightweight Backpack, Accessories Edge Travel Gear and a range of lifestyle accessories.

Marcos Zobel, Victorinox Sales Director Travel Retail Americas & Cruise Ships, said: "Launching Victorinox at sea with Starboard Cruise Services is a significant step for us as we continue building our global footprint as a lifestyle brand. Starboard's proactive approach to experiential retailing in this new era of cruising aligns nicely with our vision of elevating onboard shopping – encouraging guests to create memories on their expedition cruises – with our products that embody the high standards of the original Swiss Army Knife."

Stacy Shaw, Starboard Vice President Luxury Division & Experiences, added: "Victorinox's well-respected reputation for durable Swiss made timepieces and Travel Gear aligns in perfect harmony with Starboard's Luxury Division's retail approach, befitting for Crystal Endeavor's ventures world travelers. The highly curated luxury offerings exemplify adventurous shopping with an element of practicality and equips guests to traverse exotic, undiscovered destinations with comfort, style and

craftsmanship.”