

Carnival Cruise Line and Heinemann Americas unveil major duty free store renovations

By **Mary Jane Pittilla** on November, 20 2018 | Retailers



Heinemann Americas staff celebrate the opening of Carnival Liberty's revamped shopping experience

Carnival Cruise Line, in partnership with duty free partner Heinemann Americas Inc, has unveiled a new shopping experience for guests aboard Carnival Liberty.

It represents one of the most ambitious duty free store remodels on any Carnival ship to date.

"This is one of the most extensive store renovations that has been executed across any of the ships in our fleet," said William Butler, Carnival's Vice President of Retail Services. "Our most recent reimagined shopping experience is another key milestone in our relationship with Heinemann Americas, and further reinforces our collective commitment to Carnival Cruise Line retail and guest

satisfaction.”

The onboard shopping experience aims to offer a soothing environment inspired by the natural beauty of the Caribbean. Based on the needs and requests of guests, they also made several exciting additions to the overall retail offering.

“We curated a deep assortment of key brands that are Carnival Cruise Line favorites, while also including new brands that are making their debut for the first time on any Carnival Cruise Line ship,” Butler continued.

For the first time in its nearly 50-year history, Carnival offers products such as Shinola watches, Tiffany & Co fragrances, Dr Jart Beauty and Coeur de Leon Jewelry, as well as liquor brands such as Bruno Mars’ Selva Rey Rum, Florida Craft Spirit TimberCreek Whiskey, Malfy Gin, and Jack Daniels Single Barrel Program – all of which are Heinemann-exclusive liquor programs.

The companies also expanded key Carnival favorites such as watches from Tag Heuer, Tissot, Movado, and Invicta, Swarovski jewelry and Victoria’s Secret Fragrances.

“This was our first renovation in the United States with our Carnival partners, bringing our airport expertise shipboard, and we are thrilled with the results,” said Nadine Heubel, CEO of Heinemann Americas.

“We are confident that this new shopping experience will become a model for duty free shopping on cruise lines around the world.”

Carnival Liberty operates year-round three- and four-day cruises from Port Canaveral, Florida.