

Starboard unveils new shopping experience on Celebrity Silhouette

By **Mary Jane Pittilla** on February, 21 2020 | Retailers



Point B is a curated destination shop exclusively on Celebrity ships

Starboard Cruise Services and Celebrity Cruises have introduced new retail offerings onboard the cruise line's game-changing *Celebrity Silhouette*, as part of what they call "The Celebrity Revolution".

Celebrity Silhouette is the cruise line's fourth ship to be transformed as part of Celebrity Cruises' US\$500 million investment in ship-wide upgrades that will continue across the fleet through 2023. Following the ship's dry dock, the ship will travel through the Caribbean, Mediterranean and South America.

With almost 6,500 square feet of retail space, the newly reimagined *Celebrity Silhouette's* retail highlights include brands debuting on Celebrity for the first time and exciting new retail concepts supporting Celebrity's immersive destination experiences – all designed to engage and delight cruise guests.

"We are extremely pleased to continue our longstanding, 14-year partnership with Celebrity Cruises with The Celebrity Revolution and introduce *Celebrity Silhouette's* reimagined shopping experience to guests," said Lisa Bauer, Starboard's President and CEO. "We are excited for Celebrity's guests to enjoy discovering new brands, destination-centric product offerings and engaging shopping experiences onboard."

Brian Abel, Celebrity Cruises' Senior Vice President of Hotel Operations, said: "The Celebrity Revolution presented an opportunity to mark a real sea change in our onboard offerings. We wanted an enhanced focus on sustainable fashion and merchandising, unique pop-up experiences, and even more first-at-sea offerings with brands that exemplify our modern luxury positioning. In collaboration with Starboard, we have accomplished this and more."

New destination shop

Guests are invited to take home memories of their journey at the ship's specially curated destination shop, Point B. Created exclusively for Celebrity, Point B marks its unveiling on *Celebrity Silhouette*, bringing the ship's destination to life with apparel, handbags and fashion jewelry from brands authentic to the region.

For the Caribbean sailing season, guests will find modern fashion jewelry from Tagua; Marcela Cofre home decor; and Porto Marino handmade bags. Point B will rotate its offerings according to the ship's itinerary.

First on Celebrity Cruises

Luxury vintage brand, What Goes Around Comes Around, offers Celebrity Cruises' guests the opportunity to choose from a curated selection of the world's most sought-after designers, including Louis Vuitton, Chanel and Gucci handbags, along with - a first on Celebrity Cruises - Chanel jewelry and Hermès scarves.

Lemlem, an artisan-driven brand founded by supermodel Liya Kebede, offers a collection of resortwear, shoes and handbags made entirely in Africa. Lemlem makes its Celebrity debut on the ship.

Other Celebrity firsts include Tarbay, a collection from Venezuela that features handcrafted fine jewelry, along with Tao Company Jewelry by Vanessa Arcila, known for its raw emeralds and pre-Columbian designs.

Celebrity Silhouette's new pop-up shop concept offers a unique shopping experience with a rotating collection of products around an engaging theme. Sail the Ocean Blue, the first shop, is inspired by the ocean and features different shades of blues across a variety of categories, including accessories, handbags and apparel. The theme will change every three months.