

# Starboard and Royal Caribbean unveil Spectrum of the Seas retail offer



Starboard and Royal Caribbean have collaborated to create a cruise retail experience tailored to the Asian shopper





Spectrum of the Seas features Royal Caribbean's biggest retail space dedicated to Swiss timepieces

Starboard Cruise Services and Royal Caribbean International have collaborated to create a retail experience tailored to the Asian shopper, on board the American cruise company's first Quantum Ultra ship, Spectrum of the Seas.

The two companies have worked together for almost two decades and say this latest project is a sign of their "major commitment to the Asian market".

The 4,246-guest capacity Spectrum of the Seas launched in Shanghai this month and boasts a retail offer across 8,000 square feet, boasting top-end and personalized brands and experiences.

Starboard's Vice President & General Manager, Asia, Derek Wong said: "Starboard partners with the most innovative cruise lines in the world.

"Similar to Royal Caribbean, which is celebrating its tenth anniversary in Asia, Starboard has more than a decade of cruise retail experience in the region. Our alliance is uniquely suited to offer guests the exceptional experiences they seek in this increasingly important market."

Among the offers on the new ship are The Boutique, a personal shopping experience for Golden Suites passengers, the Royal Caribbean debut of Marc Jacobs and Titoni of Switzerland and first at-sea in Asia listings for Breitling and Jo Malone.

Experiential retail is at the epicenter of the new offer, with Cartier offering co-branded postcards to be mailed from onboard, the Bulgari Sweet Summer Event, complete with photo opportunities and an Omega Seamaster Event which encourages shoppers to walk the brand's blue carpet as they discover the new Seamaster Diver 300M line.

To meet the demands of luxury shoppers, the ship features the biggest Swiss timepieces outlet in the

Royal Caribbean fleet, Starboard's biggest ever Bulgari store - covering 890 square feet - and branded spaces for Tiffany & Co, Omega and Cartier Espace.

Popular international brands such as Salvatore Ferragamo, Michael Kors, IWC and Jaeger-LeCoultre also appear, and in August the ship will carry the largest collection of exclusive Royal Caribbean merchandise.