

IN-STORE

Etro goes on-board with Crystal Cruises with branded spa product placement

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Etro slippers

By STAFF REPORTS

Italian fashion label Etro is partnering with Crystal Cruises to provide branded spa amenities in its guests' staterooms and penthouses.

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In the comfort of their own lodgings, cruise travelers can take advantage of both Etro's bath soaps, toiletries and its accessories, including robes and slippers. This gives an experiential entry to the brand's spa collection for those unacquainted, and will associate Etro with the memories created while on-board.

In-room treatment

These in-room amenities are launching first on Crystal Symphony's Baltic tour on Aug. 16 and Crystal Serenity's Mediterranean and Western European itinerary Aug. 20.

Within their rooms, guests will be provided with Etro bathrobes, slippers, shower cap, shoe mittens and sewing kits.

Furthering the spa experience will be Etro shampoo, conditioner, body lotion, bath salts and unisex fragrances.

Crystal claims to be the first cruise line to bring luxury spa products into guests'

staterooms.



Crystal Serenity stateroom

This is part of a spa push by the brand, which also sees the launch of on-board medi-spa treatments, such as wrinkle treatments and dermal fillers.

In a brand statement, Eddie Rodriguez, president and CEO of Crystal, said, "One of the perks of vacation – other than the memorable experiences one enjoys – is the revitalized and rested look that comes after a week or more of pampering and relaxation. Along with the indulgent luxuries that our guests enjoy aboard our ships, these services take that rejuvenation to the next level, helping travelers look as refreshed as they feel following a Crystal cruise."

This type of partnership is strategic for both the hospitality brand and the lifestyle label.

U.S. label Oscar de la Renta teamed up with The Peninsula Hotels to provide guests at all of the chain's global properties with an original bathroom amenities collection and unisex fragrance.

The partnership marks the first time that Oscar de la Renta has created a fragrance for another brand. Hotel and fashion brand partnerships such as this allow for a level of mutual benefit unmatched by other partnerships because current Peninsula guests may become consumers of Oscar de la Renta, while the fashion brand's enthusiasts may be inclined to visit the hotel ([see story](#)).

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