

TRAVEL AND HOSPITALITY

## Cunard pairs with Aspinal of London on co-branded collection

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*Cunard's Queen Mary 2*

By STAFF REPORTS

Cruise line Cunard's refurbished Queen Mary 2 is getting a new on-board retail experience courtesy of a partnership with leather goods maker Aspinal of London.

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An exclusive collection of travel essentials, including a refillable journal, will be sold alongside Aspinal of London's designer handbags, men's wallets and other leather goods. In honor of Queen Mary 2's first transatlantic crossing, timed for New York Fashion Week, the ship will be one of only two places in the world to buy its Pegasus collection.

All aboard

Aspinal of London's Pegasus collection is designed with graphic artist Emma Shipley, featuring a digitally printed shiny white Pegasus figure surrounded by stars and planetary designs. The collection will launch globally at Harrods in August.

In the first week in September, when the Queen Mary 2 makes its journey to New York, the ship will become the second place to buy the collection, with other retail placements waiting until the boat docks.



*Aspinal of London bags aboard Queen Mary 2; photo by Christopher Ison*

"On behalf of Cunard, we are proud to be working with Aspinal of London," said Richard Meadows, president of Cunard North America, in a statement. "Separately, our brands deliver elegant and refined products for our guests and consumers."

"Together, we further elevate the luxurious Cunard experience and Aspinal's timeless craftsmanship, to create a product that ties together values and trades to create a truly unique keepsake."

Since consumers will only be able to get the co-branded collection on-board the Queen Mary 2, the exclusivity may spur mid-journey purchases and make consumers' acquisitions feel more unique.

"We are really excited to be partnering with Cunard who share our love of style and travel," said Mariya Dykalo, creative director at Aspinal of London. "Our co-branded collection is exclusive to Cunard and only available on their ships, which makes the collaboration even more special."

Co-branded travel necessities are one way for hospitality providers to create a tangible and stylish momento.

Starwood Hotels & Resorts' The Luxury Collection is letting consumers take a piece of Greece with them on their travels through a collaboration with British luggage brand Globe-Trotter.

An exclusive limited-edition suitcase collection designed by Sofia Sanchez de Betak was inspired by her trip to the country, with cases that reference her stays in Luxury Collection properties in four Grecian destinations. Each suitcase comes with a scavenger hunt map illustrated by Ms. de Betak, making them both decorative and quirky travel guides ([see story](#)).

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