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Gilt journeys further into bricks-and-mortar via shops at sea

November 30, 2016



Celebrity Silhouette's on-board shopping

By STAFF REPORTS

Online flash retailer Gilt is venturing out to sea with a series of pop-up shops aboard Celebrity Cruises ships.

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Marking the retailer's first on-board placement, Gilt at Sea will enable travelers to purchase from a mix of designer brands such as John Varvatos and Furla, as well as trendy merchandise. Since it was acquired by Saks Fifth Avenue parent Hudson's Bay Company, the ecommerce site has entered the offline space with a shop in shop at Saks Off 5th store at 57th Street in New York, making this the platform's second physical retail initiative.

Sailing with sales

Gilt at Sea will retail contemporary resort fashions for both the pool and sightseeing from Dec. 3 through Jan. 29 on Celebrity Cruises' Celebrity Reflection and Celebrity Silhouette ships. These vessels sail from Miami and Fort Lauderdale weekly.

The swimwear, sleepwear, casual attire, accessories and gifting items will be curated each day, continuously giving consumers something new.

Shoppers will be able to consult Gilt Style Ambassadors, and the retailer will host on-board events and invite-only trunk shows.



Celebrity Reflection

Celebrity's on-board shops are duty-free, and will give Gilt a captive audience. Celebrity Silhouette and Celebrity Reflection already hold boutiques from brands such as Bulgari and Omega.

"Hosting these exclusive pop-up shops on board Celebrity Cruises for our guests, in partnership with Gilt, was a natural fit given our shared value to offer unique experiences," said Lisa Lutoff-Perlo, president/CEO of Celebrity Cruises. "We pride ourselves in delivering modern luxury in unexpected ways, this perfectly aligns with our desire to surprise and delight our guests, with experiences that enrich their voyage through superior service that is the Celebrity Distinction."

Executives from Hudson's Bay Company at eTail East 2016 last week walked through the company's distinct process for implementing change to consumers and detailed how it brought Gilt's mobile presence into the bricks-and-mortar space.

During the session, "Driving Omnichannel Change And Adoption At Hudson's Bay," the executive explained that generally across the board, consumers dislike change and while it is imperative for retailers to continue innovating in the space, they also need to get customers comfortable with the change. Hudson's Bay has a specific process to make sure the change it is introducing is worth it and that customers jump on board, and after its acquisition of online flash site Gilt, it released a multichannel campaign to usher in its bricks-and-mortar presence ([see story](#)).

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