

TRAVEL AND HOSPITALITY

## Tiffany, Dior set sail with Dream Cruises

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*Tiffany is hosting a branded tea at sea. Image courtesy of Dream Cruises*

By STAFF REPORTS

Genting's Dream Cruises is building a luxury travel retail concept aboard its new World Dream ship that focuses on experience and entertainment.

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The cruise line's latest ship features luxury shopping, including the first Tiffany & Co. store on the water in Asia and Dior's first watches and jewelry boutique at sea worldwide. Both duty-free retail and luxury cruising have taken off in recent years, aided by Asian consumers' affinity for travel and shopping tourism ([see story](#)).

### Selling at sea

Tiffany's store within the on-board Dream Boutiques will retail a full selection of its jewelry and accessories.

For World Dream, Tiffany & Co. has also created an exclusive high tea set. The jeweler's first tea experience at sea includes a menu of British fare and Tiffany-branded treats.

"We are delighted that World Dream Cruise guests will now have the opportunity to explore Tiffany's legendary collections in an environment of luxury and service that is unique among the world's premier jewelers," said Veronica Cordoba, director of trade for Latin America at Tiffany & Co., in a statement.

Dior's boutique on World Dream will feature its fine accessories, jewelry and watches.

Along with these jewelers, Dream Boutiques will feature categories such as cosmetics and leather goods.



*Dream Boutiques includes a range of categories. Image courtesy of Dream Cruises*

Creating an interactive point of discovery for perfume, World Dream's retail concept includes a Scents & Spirits experience. Consumers will be able to pick a fragrance or liquor bottle from a wall to learn more about its notes and get ideas for pairings.

Among the curated selection are spirits from Hennessy, Johnnie Walker and the Macallan and scents by Chanel, Bulgari and Dior.

A beauty counter dubbed the Make-Up Bar will allow guests to receive consultations using products from brands such as Tom Ford Beauty, Giorgio Armani Beauty and YSL Beauty.

"Dream Cruises' retail-experience concept is designed to engage and inspire our guests with exceptional products and impeccable service," said Thatcher Brown, president of Dream Cruises, in a statement. "We are delighted to extend this concept to World Dream with the first Tiffany & Co. and Dior Jewelry & Watches at sea, making their Asian and world debuts respectively.

"To further engage our guests with truly personalized experiences, new retail-entertainment features have been implemented on World Dream, including an interactive Scents & Spirits experience wall to concoct the perfect combination of perfumes and potables, as well as a Make-Up Bar that encourages guests of all ages to experiment with the latest beauty products and techniques."

With interest in cruises growing, other brands have turned to at sea retail.

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

Marking the retailer's first on-board placement, Gilt at Sea enabled 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 ([see story](#)).

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