

TRAVEL AND HOSPITALITY

Ralph Lauren takes to the seas in new home furnishings push

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The Master Bedroom in the re-designed Owner's Suite onboard Marina and Riviera. Image credit: Oceania

By STAFF REPORTS

U.S. fashion label Ralph Lauren is diving into the cruising business, providing the furnishings for suites on a luxury line.

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Oceania Cruises is looking to the label's home line to decorate its Owner's Suites. Two of the cruise ships, Marina and Riviera, which fit 1,250 guests each, will offer these premium suites with a Ralph Lauren theme.

Sailing with Ralph Lauren

Navy, white, creme and camel will be the colors of the suites, representing the Ralph Lauren brand. Outdoor cushions on verandas connected to the suites support this mindset with red, white and blue striped fabric.

The cruise line is hoping to create a feeling as if guests are staying at a high-end estate home or a luxury yacht.

Each suite includes a foyer with limestone and black cabochon inset floor, along with inset Georgian wood paneling on the walls. Window dressings are fitted with Ralph Lauren Grimaldi-weave sail fabric.

The Ralph Lauren-furnished suites will be available in April 2019 on the Riviera and then in May 2020 on the Marina.

"The Owner's Suites furnished exclusively with Ralph Lauren Home are signature elements of our brand and truly iconic," said Bob Binder, president and CEO of Oceania Cruises, in a statement. "As we are always looking for ways to elevate the guest experience we took the opportunity to completely re-master these suites and provide our guests with an entirely new experience.

"Everything from the furnishings to the artwork is new, and guests will feel as though they are sailing aboard one of the world's most glamorous yachts or living in an opulent estate home," he said.



The Grand Foyer in the re-designed Owner's Suite onboard Marina and Riviera. Image credit: Oceania

Partnerships such as this and opulent offerings on cruises are becoming more important for cruise lines, as the industry is changing.

Cruise line Royal Caribbean made a significant investment into the luxury travel market by acquiring a majority stake in Silversea Cruises, a smaller but more upscale brand.

Starting immediately, Royal Caribbean controls 67 percent of Silversea, making it the majority shareholder. The move is part of a larger effort for Royal Caribbean to snap up more luxury travelers, something that was missing from its line of travel brands before ([see story](#)).

"The Ralph Lauren Home furnishings, lighting, fabric and accessories along with the art selection have been carefully curated to highlight the fabled American brand's ever-present mix of modern luxury and timeless style," said Trevor R. Howells, principal designer and Ralph Lauren alumnus.

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