

TRAVEL AND HOSPITALITY

## Cunard ferries fashion across waters

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*Badgley Mischka runway show. Image credit: Badgley Mischka*

By STAFF REPORTS

Luxury cruise line Cunard is bringing an immersive fashion experience to the seas through a partnership with Badgley Mischka.

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The fashion label is taking its resort collection to a fitting setting for a unique show. Badgley Mischka will showcase its 2021 resort collection through a runway show on a seven-night Cunard voyage.

"Our style is reminiscent of the glamorous Hollywood of the Forties," said James Mischka, Badgley Mischka designer, in a statement. "And we feel Cunard emulates that same style, offering patrons a chance to don their best couture and dress for a special occasion."

Fashion on the seas

Cunard is bringing back its Transatlantic Fashion Week for the fifth time, with Badgley Mischka headlining.

In addition to the fashion show, a variety of immersive fashion-focused events will take place, including a Q&A with the namesake designers. Other fashion designers and events will be onboard the journey as well, with more announced at a later date.

"Our brands both represent effortless glamour and we are excited about this partnership and giving Cunard guests an intimate glimpse into the world of Badgley Mischka," said Mark Badgley, Badgley Mischka designer, in a statement.

The journey will begin in Southampton on May 24, 2020 and end on May 31 in New York.

"Following the success of Badgley Mischka's recent New York Fashion Week runway show and the appearance of their stunning designs on the red carpet at the Oscars, we are thrilled that this incredibly talented design duo will be headlining our Transatlantic Fashion Week in May 2020," said Lee Powell, vice president of brand and product at Cunard, in a statement. "Mark and James are true visionaries in the world of fashion and will bring a once-in-a-lifetime, bespoke sense of occasion and experience to guests on board Queen Mary 2."



*Queen Mary 2. Image credit: Cunard*

Similarly, Cunard will be catering to fashion fans during another special transatlantic trip.

Taking place this July 28 to Aug. 4, Cunard will ferry its Queen Mary 2 across the Atlantic during fashion week. Royal milliner Stephen Jones OBE, shoe maven Stuart Weitzman and American model Pat Cleveland will be onboard to host the special cruise ([see story](#)).

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