

TRAVEL AND HOSPITALITY

Bulgari links with Starboard to host fashion show at sea

March 19, 2019



Bulgari is hosting a show on Costa Venezia. Image courtesy of Starboard

By STAFF REPORTS

Italian jeweler Bulgari is working with Starboard Cruise Services and Costa Cruises to stage an experience that blends elements of entertainment, product showcase and brand education.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

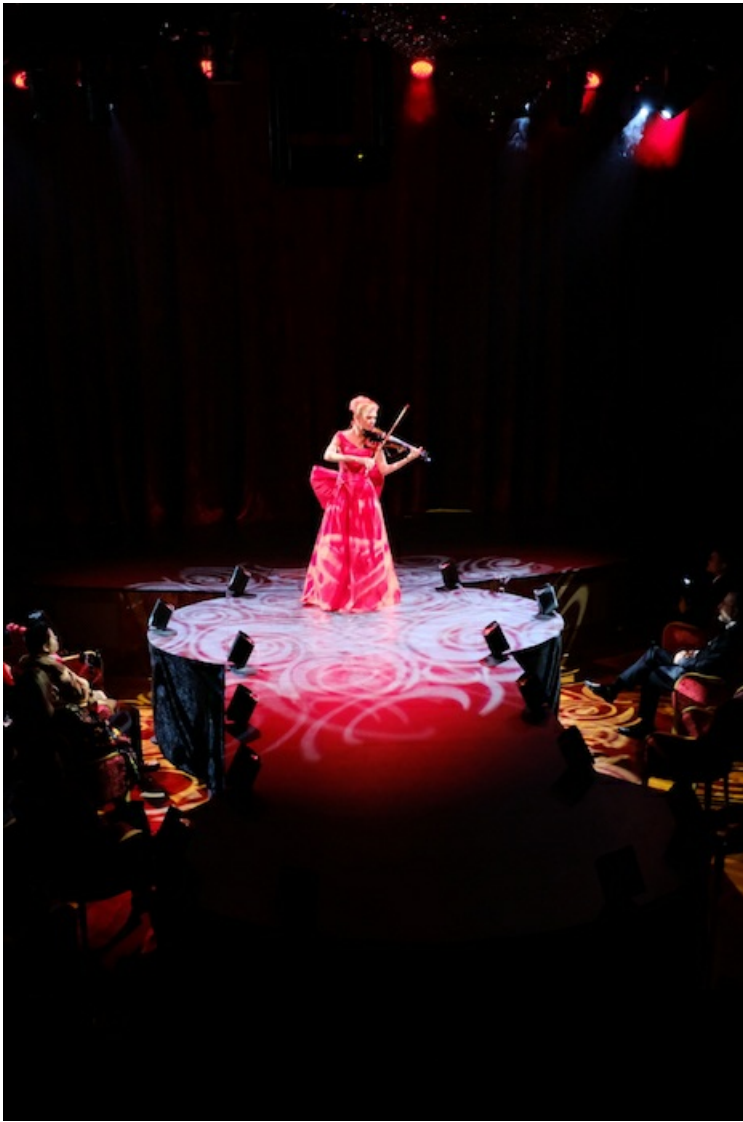
The Bulgari Jewelry Fashion Show will be held once per itinerary on the newly launched Costa Venezia vessel, which just set sail for the first time on March 8. This reflects Starboard's approach to on-board retail, which aims to take shopping beyond a transactional experience ([see story](#)).

"The new jewelry show is yet another exciting endeavor in our partnership with Bvlgari to bring our retail offerings to the next level of engagement," said Derek Wong, vice president and general manager of Asia at Starboard, in a statement. "We aim to please our discerning Chinese clientele by continuing to introduce these one-of-a-kind shopping opportunities that take ship guests far beyond the storefront to create memorable experiences."

Shopping and a show

Bulgari's show was directed by Nathan J. Clarke, who worked in directing and choreography roles on the Olympic and Paralympic Games closing ceremonies in London.

Envisioned as a dream, the show includes live performances. Woven into the action are jewels available at Bulgari's on-board boutique, as well as showcases of the brand's craftsmanship.



Bulgari's show on Costa Venezia. Image courtesy of Starboard

"During the Bvlgari Jewelry Fashion Show guests experience what our brands mean together, the type of retail experience they can find aboard our ships, and what our partner, Starboard, offers them," said Mario Zanetti, president of Costa Group Asia, in a statement.

This marks the first joint venture between Bulgari, Starboard and Costa Cruises. Bulgari is one of the retailers within Costa Venezia's 8,000-square-foot shopping area, which is operated by LVMH-owned Starboard.

Costa Venezia is the first ship from the cruise line that is designed specifically with Chinese travelers in mind, with a homeport in Shanghai.

Cruise lines are recreating what are typically land experiences for guests at sea.

For instance, Cunard is bringing an immersive fashion experience to the seas through a partnership with Badgley Mischka.

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 ([see story](#)).