

RETAIL

LVMH's DFS T Galleria goes to sea for Asian retail on world's two largest cruise ships by passenger cap

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Signing ceremony for the tripartite deal: from left to right in front row, DFS Group's Ed Brennan, Genting Cruise Lines' Kent Zhu and Starboard Cruise Services' Lisa Bauer. Image courtesy of Starboard Cruise Services and DFS Group

By STAFF REPORTS

LVMH has brought two of its travel retail brands together in a deal to launch the first DFS T Galleria brand at sea with stores on what will become the world's two largest passenger cruise ships by 2022.

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The 208,000-ton Global Dream liner and her yet-to-be named sister ship will have the DFS T Galleria mall on board to serve 9,000-plus passengers in 2,350 cabins with 2,500 crew supporting during peak holiday seasons.

Both ships are specifically designed for the Asian market.

Sea travel retail next frontier

Genting Cruise Lines, owner of the new **Dream Cruises** liners and in business for 25 years plying the Asian market, and LVMH's Starboard Cruise Services signed the deal.

Genting claims to be Asia's first luxury cruise line company. The Hong Kong-based company also owns Star Cruises and Crystal Cruises.

Global Dream enters service in 2021 and her sibling vessel the following year. Both ships are being made in Germany.



Dream Cruises' ships target the Asian affluent market interested in voyages and experiences at sea. Image credit: Genting's Dream Cruises

Starboard is the world's leading travel retailer at sea, operating stores on 10 cruise ships in Asia.

DFS is the leading airport retailer, whose T Galleria mall is located in downtowns across key cities worldwide. There are more than 420 DFS and T Galleria stores globally.



T Galleria by DFS on Hong Kong's Canton Road. Image courtesy of DFS Group

French conglomerate LVMH Mot Hennessy Louis Vuitton owns both Starboard and DFS. This is the first time its two travel retail units have worked together.

The new ships will offer luxury and upscale products across nearly 18,000 square feet of retail space in categories such as fashion and accessories, beauty and fragrance, watches and jewelry, and food and gifts.

DREAM CRUISES and Starboard first started working together in 2016 on the Genting Dream, followed by World Dream in 2017 and Explorer Dream in 2018.

Starboard launched the world's first Dior boutique at sea. It also debuted U.S. jeweler Tiffany & Co.'s first boutique at sea in Asia.

LVMH owns Dior and recently expressed interest in buying Tiffany.

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