

FRAGRANCE AND PERSONAL CARE

## Starboard to sell private-label Sephora cosmetics for first time at sea

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*The Sephora Collection includes skincare products and beauty tools. Image credit: Starboard Cruise Services, Sephora Collection*

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By STAFF REPORTS

Starboard Cruise Services has partnered with Sephora, another LVMH Mot Hennessy Louis Vuitton company, to debut the beauty retailer's private label connection on cruise ships.

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The Miami, FL-based Starboard will offer the Sephora Collection at a select number of cruise ships where Starboard offers retail services. It is a marked expansion of Sephora's private label offerings that compete with other cosmetics brands.

"As an LVMH company, Starboard provides our cruise line partners with unique opportunities that are not available with any other cruise retailer," said Lisa Bauer, president/CEO of Starboard, in a statement.

Beauty line

**Starboard** is the world's leading retailer at sea.

The company handles retail operations for eight cruise lines worldwide, including Royal Caribbean International, Celebrity Cruises, Carnival Cruise Line, Costa Cruises, Norwegian Cruise Line, Dream Cruises, Crystal Cruises and Silversea.

The Sephora Collection will sell in the ship's beauty shop, featuring options such as makeup for lips, eyes and face, as well as beauty tools, brushes and skincare products.



*Sephora is known for its standalone displays encouraging self-browsing and testing. Image credit: Starboard Cruise Services, Sephora Collection*

The collection is displayed in a standalone, branded gondola that encourages cruise ship guests to try, test and play. Both companies will leverage each other's strengths.

For example, **Sephora's** open-sell environment is a key feature attracting consumers to browse and test products on their own.

Starboard's model is more hands-on, with trained cosmeticians who help guests onboard with personalized consultations and makeovers.

SEPHORA IS the leading retailer of beauty products worldwide. It sells cosmetics from leading luxury brands, but is also developing and promoting its own line.

"The Sephora Collection is available to consumers onboard cruise ships for the first time," said Samantha Etienne, CEO of Sephora Collection, in a statement. "It's a relationship that could have only happened with Starboard."

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