

TRAVEL AND HOSPITALITY

Starboard welcomes Stella McCartney aboard

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Stella McCartney sets sail with Starboard and Celebrity Cruises. Image credit: Celebrity Cruises

By LUXURY DAILY NEWS SERVICE

LVMH-owned cruise retailer Starboard Cruise Services has partnered with [Celebrity Cruises](#) to offer travelers an immersive luxury lifestyle shopping experience onboard the Celebrity Beyond.

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A few luxury players are making their at-sea debuts, including British fashion house Stella McCartney offering apparel, footwear, handbags and eyewear, as well as Gwyneth Paltrow's lifestyle brand Goop. Celebrity Beyond will embark on its Western Europe voyage on April 27 from Southampton, United Kingdom.

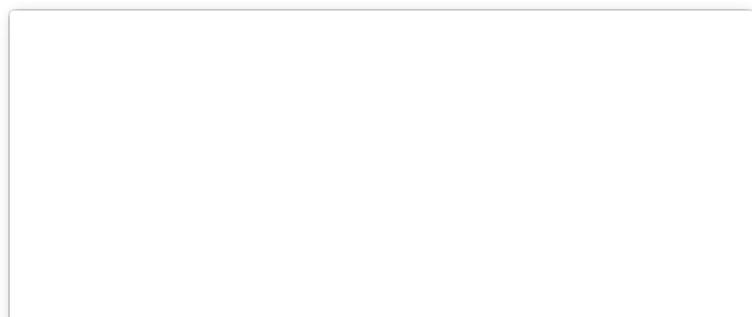
"We are thrilled to partner with Celebrity once again for the launch of the third ship in the revolutionary Edge Series," said Lisa Bauer, president/CEO of Starboard Cruise Services, in a statement.

"Guests will find a thoughtfully-curated collection of upscale and sustainable products, first-at-sea concepts and iconic heritage brands that contribute to their transformative and stylish retail experience."

Luxury at sea

Spanning 8,966 square feet across two decks, the retail space is divided into two distinct zones: experiential luxury boutiques and lifestyle, Swiss timepieces and immersive multi-category shops.

Dubbed "Luxury Avenue," Deck 5 showcases the first Richemont luxury watch boutique at sea, featuring all three of its Swiss timepiece brands: Cartier, IWC Schaffhausen and Panerai.



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A post shared by Celebrity Cruises (Official) (@celebritycruis...)

This is the third partnership between Starboard and Celebrity Cruises' Edge series

Montblanc continues its expansion on Celebrity ships with a lifestyle assortment across writing instruments, watches, leather goods and more. Additionally, Italian house Bulgari boasts a standalone boutique offering jewelry, watches, handbags and accessories.

Celebrity Beyond will also be the first cruise line to introduce Norqain, an independent, family-owned Swiss watch company founded in 2018.

Goop will offer a curated capsule of products from its highly popular GOOPGLOW skincare and GOOPGENES collection.

In keeping with Celebrity Cruises' commitment to women empowerment and sustainability, guests may discover brands that pursue these values, such as fashion-inclusive brand Summersalt and accessory brand 4Ocean.

These new additions echo Starboard's continued pursuit of providing new services to guests, and meeting the demands of luxury patrons.

Before the pandemic hit, the cruise retailer partnered with another LVMH brand, Sephora, to debut the beauty retailer's private label connection on cruise ships ([see story](#)).

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