

TRAVEL AND HOSPITALITY

Starboard, Ritz-Carlton Yacht Collection bring shopping to the sea

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A tote bag from Rue de Vemeuil. Image courtesy of Starboard Cruise Services

By LUXURY DAILY NEWS SERVICE

LVMH-owned cruise retailer Starboard Cruise Services is celebrating the arrival of The Ritz-Carlton Yacht Collection with sea-worthy shopping.

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The hospitality brand is branching out into luxury sailing with the new collection, spotlighting Evrima, its first superyacht. The Ritz-Carlton Yacht Collection portfolio officially launches later this summer, offering luxurious yachting vacations to scenic destinations and a unique onboard retail experience.

"The Ritz-Carlton Yacht Collection collaboration represents a milestone for our luxury division," said Lisa Bauer, president/CEO of **Starboard Cruise Services**, in a statement. "Guided by newness and destination brands, we have curated an exclusive retail concept representing the relaxed luxury of the yachting lifestyle while capturing the destinations' essence."

Sail and shop

With Evrima, shoppable items from "The Boutique" include Starboard Luxury Division's curation of international brands across women's and men's ready-to-wear collections, accessories and footwear. The edit offers items connected to the excitement and spirit of travel.

Brands including Onia and Fragonard are offering swimwear, resort wear and fragrances, respectively.



A fragrance from Fragonard. Image courtesy of Starboard Cruise Services

Guests can also shop The Ritz-Carlton Yacht Collection's inaugural line which includes branded apparel, home goods and luxury travel offerings.

Destination products set out to center brands with vibrant colors that align with the established vacation vibe. Purchasable items are meant to be cherished on board and back at home.

"It was very important to us for our retail partner to have a true connection to the world of luxury goods and a very relevant understanding of the expectations of The Ritz-Carlton customer," said Mark Lockwood, senior vice president, cruise hotel operations of [The Ritz-Carlton Yacht Collection](#), in a statement.

"The combination of such an incredibly talented leadership team at Starboard and the global reputation of LVMH that is synonymous in luxury, made this collaboration a very natural fit,"

Ritz-Carlton announced its entrance into the luxury yachting and cruise sector in summer 2017 with the hopes of bringing its brand of hospitality to destinations around the world via a custom-built yacht. Construction of its first vessel began in early 2018 ([see story](#)).