

TRAVEL AND HOSPITALITY

# Cunard brings luxury retail experience to Queen Anne ship

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*Cunard's Grand Lobby Boutiques will showcase and sell luxury goods at sea. Image credit: Cunard/Sybil de Margerie*

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By LUXURY DAILY NEWS SERVICE

British cruise line Cunard is partnering with a range of high-end brands for a fresh shopping space aboard its newest vessel.

Ahead of its official launch, it has been announced that the Queen Anne will be home to a luxury retail experience. Inside the Grand Lobby Boutiques, shoppers will be able to snag goods from their favorite prestige brands while at sea.

"Luxury ocean travel is all about escapism and being immersed in a world full of unique and enriching experiences," said Katie McAlister, president of **Cunard**, in a statement.

"It's a philosophy we are passionate about bringing to life with our new ship Queen Anne, which is why we are all so excited about her elevated retail offering," Ms. McAlister said. "Nowhere else will travelers be able to find such a beautifully curated collection of luxury brands at sea, or learn about heritage brands in such an engaging way as with Queen Anne's Cabinet of Curiosities."

## **Shopping at sea**

The stores will offer products from 115 brands, including British watchmaker Bremont, French fashion brand Chanel's beauty division and German fashion house Hugo Boss.



*The boutiques will sell watches, fashion and even resale items. Image credit: Cunard/Sybille de Margerie*

Of these elevated names, 27 have never before partnered with Cunard. This includes British jewelry Garrard, the United Kingdom's first official crown jeweler, which will now have its own on-ship boutique.

Additionally, there will be a curated array of British luxury trade association Walpole's brands onboard.

The retail spaces were brought to life by French interior design agency Sybille de Margerie. The namesake founder created winding pathways through the touchpoints to encourage exploration.



*Nestled within the boutiques will be the Cabinet of Curiosities, where travel-themed luxury goods will be on display. Image credit: Cunard/Sybille de Margerie*

Cunard clients can take in sea views as they purchase top-end clothing, glittering jewelry, accessories and gifts. There are also areas presenting pre-loved designer collections for those wanting to indulge sustainably.

Inside what is called the Cabinet of Curiosities, guests will find numerous 360-degree display cases that stage treasures from various maisons, each celebrating the allure of travel.

Immersive in nature, the showcase is set up as a rotunda gallery. Here, art, jewelry and fashion collectibles are available to buy, placed beside archival pieces from Cunard that have never been seen before.

When visitors are wanting refreshments, the Experience Lounge offers food and drink.



*The Experience Lounge breaks up the shopping, helping clients to refuel. Image credit: Cunard/Sybille de Margerie*

The company has added new roles to support the extensive retail footprint on the Queen Anne, including that of Shopping Host. The personal concierge will provide a deep knowledge of the available selection and on-site brands for guests. This new position is the only of its kind in the fleet.

Finally, a customization desk will grant shoppers access to engraving, embossing and other services for their purchased items.

Happy World Book Day!

And to celebrate we are excited to share our new library partner on board Queen Anne, [@askewsholts](#) Library Services.

Queen Anne will have over 2700 books exclusively curated by [@askewsholts](#) Library Services across her Library and Drawing room! [pic.twitter.com/woWEgt4elf](https://pic.twitter.com/woWEgt4elf)

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Before her maiden season, Cunard has announced other engaging elements that will entertain those aboard the Queen Anne, including a library, theatrical productions ([see story](#)) and movie screenings ([see story](#)).

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