

Official naming ceremony with Simone Biles kicks off inaugural North American sailing of *Celebrity Beyond*

Cruising is back, bringing with it a new relevance. *Celebrity Beyond*, the third ship in Celebrity Cruises transformational Edge Series, kicked off its inaugural season from Fort Lauderdale on Nov. 4, sailing from Port Everglades following the ship's official naming ceremony by world-renowned gymnast Simone Biles.

As *Beyond*'s Godmother, Biles is an inspirational female powerhouse, a 19-time World Champion, seven-time Olympic Medalist and most decorated American gymnast in history.

Her choice as Godmother underscores Celebrity's commitment to its pillars of diversity & inclusion, female empowerment and sustainability.

Celebrity Beyond is helmed by **Capt. Kate McCue**, who broke barriers as the first and still only woman

to be named captain of a "Mega" cruise ship.

"I can think of no one better to be the Godmother of this incredible ship than the G.O.A.T. herself – Simone Biles," said **Jason Liberty**, President and CEO of the Royal Caribbean Group, the parent company of Celebrity Cruises.

"This ship's beauty, power, and resilience sets the standard by which all others will be measured. Simone's determination, progressive nature, empowered attitude, and grace in the face of challenges make her such an inspiration to so many around the world."

Celebrity Cruises President and CEO **Lisa Lutoff-Perlo** added: "I've been waiting for this day to arrive for a long time and I am 'Beyond' excited to be able to share her with our guests."



The new *Celebrity Beyond* was named by American gymnast Simone Biles at Port Everglades, Florida on Nov. 4th. Biles, a 19-time World Champion, seven-time Olympic Medalist and most decorated American gymnast in history, reflects Celebrity's commitment to female empowerment and inclusion.

Starboard curates a "new luxury" retail program of design, destination, diversity and sustainability onboard *Celebrity Beyond*

Cruise retail has come a long way since the early days of tables of promotional products spread out in a ship's atrium, transforming today into specifically designed programs tailored to each ship, itineraries, guests and destinations. Miami-based **Starboard Cruise Services** has been a key architect of the change. And nowhere is this more evident than in the immersive lifestyle shopping experience Starboard created with Celebrity Cruises onboard the new *Celebrity Beyond*.

The curated vacation retail offerings showcase notable fashion brands, wellness collaborations and sustainable offerings in collections that range from first-at-sea concepts and iconic heritage brands, to locally-sourced destination products, and more.

The Celebrity Shops onboard the new *Beyond* encompass a reimagined "new luxury" approach. Covering a total of 8,966 square feet across two decks, the space is divided into two distinct zones: experiential luxury boutiques on Deck 5, and lifestyle, Swiss time pieces and immersive multi-category shops on Deck 4.

Each zone offers a wide range of merchandise, from apparel, accessories, spirits, eco-

friendly products to beauty, logo, destination, watches and more.

Due to COVID, *Celebrity Beyond* actually began sailing a Mediterranean itinerary out of Southampton, UK last May, prior to the official naming.

Starboard's President and CEO Lisa Bauer spoke with *TMI* editor Lois Pasternak aboard the *Celebrity Beyond* during the inaugural U.S. sailing about how the retail program was developed and what changes have taken place since the European launch.

"We are all about curating the right collections onboard Celebrity and leaning into the destination. And to do this we are sourcing locally," explained Bauer.

"This past summer, when we were sailing in the Mediterranean, our guests would see specific Italian brands featured while we were in Italy, but the next day we would feature Greek brands as we were in Greece. We curated for each leg of the journey, for each destination. And now that we are sailing the Caribbean itinerary, we are featuring curated collections from the Caribbean islands and South America," said Bauer. *Continued on page 3.*



Starboard has curated a thoughtful collection of locally-sourced destination merchandise for *Celebrity Beyond*'s Caribbean itineraries.

Simone Biles kicks off inaugural North American sailing of *Celebrity Beyond*



Simone Biles pushes the button that virtually christened *Celebrity Beyond* with Capt. Kate McCue, Jason Liberty and Lisa Lutoff-Perlo looking on.

“She is the gold standard by which other ships are built and embodies the meaning of relaxed luxury,” said Lutoff-Perlo

Alongside Liberty, Lutoff-Perlo and other *Celebrity Cruises* executives, Simone Biles officially named *Celebrity Beyond* in a beautiful ceremony attended by 2500 lucky guests and media, capped by a live performance from award-winning singer and songwriter, Leona Lewis.

The three *Celebrity Edge* ships embody female empowerment.

Nobel Peace Prize Laureate Malala Yousafzai inaugurated *Celebrity Edge*, the first ship in the series, and **Reshma Saujani**, founder and CEO of international non-profit **Girls Who Code**, was Godmother of *Celebrity Apex*, second in the series of groundbreaking ships.

Both inspiring women are renowned for their advocacy of women everywhere.

As for Biles, she is more than her inspiring gymnastic accomplishments, and has been included in *TIME*’S 100 Most Influential, *Forbes* 30 Under 30, *Ebony* Power 100, amongst many important lists, placing herself firmly as a role model for women everywhere.

“It is an honor to be selected as *Beyond*’s Godmother and to join such a distinguished group of strong, barrier-breaking women who have been named as *Celebrity*’s Godmothers before me,” said Simone Biles.

“I appreciate the important message this designation holds in recognizing our accomplishments as empowering women, and I am honored to share the stage today with fellow brave, boundary-breaking leaders like Lisa-Lutoff Perlo and Captain Kate McCue.”

Beyond Expectations

Every element of *Celebrity Beyond*’s look and feel has been carefully curated with re-imagined, upgraded spaces and a host of luxurious amenities that reflect the cruise line’s pillars.

Inspired by a vision to take the cruise industry into the next era of luxury, *Celebrity Beyond* showcases the design talents of multi-award-winning British designer Kelly Hoppen CBE; celebrated American designer Nate Berkus; and Paris-based design firm Jouin Manku; the innovation of British architect Tom Wright; the culinary talents of Michelin-starred chef and restaurateur Daniel Boulud; and experiences and products from goop CEO and founder Gwyneth Paltrow, the brand’s Well-Being Advisor.

The ship’s arrival to the U.S. comes on the heels of *Celebrity*’s new brand campaign that defines what a relaxed luxury resort at sea is.

As it kicks off its inaugural season with rotating Western and Eastern Caribbean itineraries, guests will be treated to luxury hotel style accommodations, Michelin-level dining, and world-class wellness amenities, including a transformative retail experience created in collaboration with **Starboard Cruise Services**.



Right: *Celebrity Beyond*’s **Capt. Kate McCue**, **Jason Liberty**, President and CEO of the Royal Caribbean Group, the parent company of *Celebrity Cruises*, and *Celebrity Cruises* President and CEO **Lisa Lutoff-Perlo**, spoke with the press about their efforts to change the perception of cruising and to be more inclusive, diverse, and sustainable.

Highlighting how *Celebrity* is empowering women, Lutoff-Perlo noted that 32% of the bridge crew are female, up from 5% when she joined *Celebrity* in 2014. “We are recruiting talent from all over the world, regardless of race or gender,” she said.

“I don’t know of another company that is so open, welcoming, warm, and successful because of their inclusion policies,” added McCue.

As for sustainability, *Beyond* is 20% more efficient due to a new hull design that eliminates friction and reduces fuel consumption, and uses plug-in shore power where available, said Liberty. *Beyond* also produces its own water onboard as well as the power to run the elevators.



Starboard curates a “new luxury” retail program of design, destination, diversity and sustainability onboard *Celebrity Beyond*

Continued from page 1.

These curated collections are at the heart of *Beyond*'s immersive multi-category shops on Deck 4, covering beauty, destination, logo, resort wear and liquor.

Curating by Destination

“From The Caribbean with Love” is a highly curated destination campaign that brings to life Celebrity’s itineraries. The merchandise celebrates the people, culture and traditions from the ports visited, offering artisanal apparel, accessories and authentic gifts, says Starboard.

Among the locally sourced destination products from the Caribbean and the Americas now onboard are:

Nopalera: Latin “clean” beauty brand that takes its inspiration from the nopal cactus, an ancient symbol of Mexican culture.

Pauwuamba: hand-crafted artisanal sandals made in Mexico.

St. Johns Fragrance: a collection of distinctive fragrances begun 75 years ago in St. John, U.S. Virgin Islands, when U.S. Navy Capt. John Webb blended local bay rum with the island’s tropical bay leaves and spices.

Tagua: a vibrant jewelry line made from palm tree nuts native to tropical rain forests.

Eva Innocenti: Salvadoran designer creates luxurious, finely-crafted handbags and leather goods, incorporating 24 gold-plated hardware. Made by local artisans in El Salvador.

LazyPoet: Sleepwear brand committed to environmentally

Responsible retail

In addition to the destination merchandise, the retail program features brands that pursue meaning beyond commerce and reflect Celebrity’s commitment to women empowerment and sustainability.

Not least of these is *Celebrity’s Godmother Collection*, a collection of Simone Biles apparel, produced exclusively for Celebrity in partnership with Athleta.

“We are very excited about the Simone Biles collection capsule onboard for the first time,” said Bauer. “It was delivered onboard yesterday morning [right before the sailing] to coincide with the naming ceremony.”

Another standout in the collection is fashion-inclusive brand, **Summersalt**, a women-owned business which offers swimwear and resort wear made with earth-friendly practices for every woman’s body.



Summersalt offers a wide range of styles and sizes designed to fit all women.

Accessory brand, **4Ocean**, supports beach and ocean cleanups with proceeds from global sales. For each product sold, the non-profit organization will remove one pound of trash from the ocean, rivers, or coastlines. Starboard’s exclusive relationship with 4Ocean has already resulted in over 25,000 pounds of plastic removed from global waterways.

Other brands that feature recycled fabrics are **Task**, made with all natural fibers sewn in a

facility powered by solar and wind energy; **AFS**, apparel made using fibers created from repurposed plastic bottles; and **SeaBags**, handcrafted tote bags and accessories made from used ship’s sails in Portland, Maine.

“We are particularly pleased with the response to the Summersalt line, which offers suits in sizes to fit more women. The company is very good about sharing information about trends and sales,” said Bauer.

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Every piece of the vibrant Tagua jewelry is hand-made in Ecuador from 100% renewable and sustainably sourced materials.



The Godmother's Collection: The first Simone Biles capsule collection made exclusively for Celebrity by Athleta is now onboard.

Starboard debuts a wide range of ‘first-at-sea’ retail offers onboard *Celebrity Beyond*

First-at-Sea Launches

Keeping the retail offer fresh and exciting, the Attraction Shop and Sense of Self boutique onboard *Celebrity Beyond* also showcase a number of First at Sea launches.

Making its ocean debut on *Beyond* in **Sense of Self**, **Stella McCartney**, a luxury British brand committed to responsible fashion, creates beautiful apparel, footwear, handbags, and sunglasses made with the least impact on our environment, such as cutting edge materials and animal alternatives.

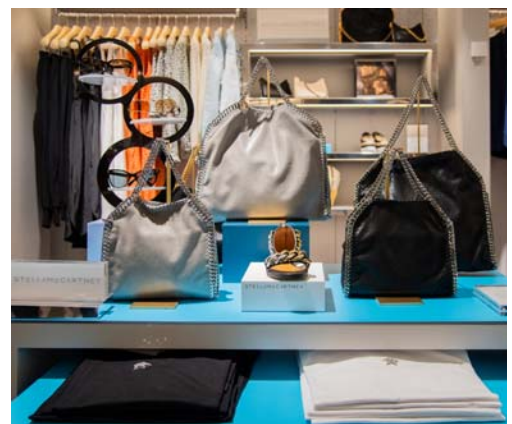
Italian fashion brand **Marni** also debuted at sea on *Beyond*, with beautiful apparel and handbags that celebrate Italian artisanal workmanship.

What Goes Around Comes Around, a leader in vintage luxury, is an anchor of the Sense of Self shop. It is the largest lifestyle boutique at sea that celebrates vintage luxury. The socially responsible resale concept offers men’s and women’s designer handbags, scarves and accessories from luxury brands such as Louis Vuitton, Chanel and more.

In Attraction, goop, the life-style brand founded by Gwyneth Paltrow, Celebrity’s Well-being Advisor, offers a curated capsule of products from the popular GOOP-GLOW skincare and GOOP-GENES collection.

Other first at sea brands are **Beekman 1802**, the world’s largest goat-milk skincare company with clinically tested, scientifically proven formulas; and **Supergoop**, the only prestige skincare brand 100 percent dedicated to sun care made with clean ingredients.

These special beauty brands are joined by curated capsules by luxury hair-care brands **Orbe** and **Moroccanoil**, the original green makeup brand **Juice Beauty**, and American Fine Fragrance by **Fulton & Roark**, made with new ingredients and formulation methods sourced safely and responsibly.



Clockwise from top left: The Attraction shop on Deck 4 features such first-at-sea beauty brands as goop, and supergoop by Gwyneth Paltrow; while the Sense of Self boutique has the largest What Goes Around Comes Around collection of vintage luxury items at sea, as well as the luxury British brand Stella McCartney, which is committed to responsible fashion.



*Deck 4 also features Resort Wear and, in its Swiss time pieces shop, Celebrity Beyond will be the first cruise line to introduce **NORQAIN**, a fully independent, family-owned Swiss watch company founded in 2018.*

Starboard reimagines “Luxury Avenue” onboard *Celebrity Beyond*

Deck 5 is the home of Beyond’s Luxury Avenue.

Among the highlights of the offerings on Deck 5 is an opulent stand-alone Bvlgari lifestyle boutique offering jewelry, watches, handbags and accessories. Bvlgari’s Serpenti Jewelry Collection was a particular standout in the boutique.

Deck 5 also hosts the first Richemont watch boutique at sea, featuring three iconic Swiss timepieces brands: Cartier, IWC and Panerai.

The launch of Mankind, the first dedicated men’s lifestyle boutique at sea, attracted a lot of attention during the inaugural sailing.

The boutique is anchored by Montblanc, which continues its expansion on Celebrity ships with a lifestyle assortment across writing instruments, watches, leather goods and accessories, along with niche discovery brands in an all-new men’s lifestyle shopping concept. The boutique even featured some vintage leathers from the What Goes Around Comes Around collections.

About *Celebrity Beyond*

Beyond is the third in Celebrity’s Edge Series ships and features the cruise line’s most innovative outward-facing design to date with luxe staterooms and 32 distinctive dining venues, including menu items by Michelin-starred chef, Cornelius Gallagher, and Celebrity’s Global Culinary



From top left: The opulent Bvlgari Boutique; a writing activation from Montblanc; the ribbon-cutting for the Mankind Boutique with Richard Guasch, Area Manager TRA and Cruise WW for Montblanc, Capt. Kate and Starboard’s Lisa Bauer; Capt. Kate and Lisa Bauer at the ribbon-cutting and official opening of the Richemont Watch Boutique for Cartier, IWC and Panerai; a view of the Boutique; and Paula Amador, Head of Corp. Communications for Starboard, Montblanc’s Guasch, Jennifer Barriga, Sales Manager TR Cruise Ships for Bvlgari, and Ivette Pimentel, Starboard Account