



STARBOARD CRUISE SERVICES

TFWA 365 Fashion in Travel Retail Webinar

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We are the global leader for retail at sea

Expertise the numbers:



Domain Knowledge

- + **Longest history:** 62 years in business as a retail operator for the cruise industry
- + **Focus on cruise:** End to end service from assortment planning to selling services for cruise line partners to operationalize onboard retail
- + **Travel industry media agency:** We operate an award winning in-house media agency with 30+ year experience specializing in sales and media solutions specifically for cruise and land based hospitality clients



Scale

- + **Largest number of ships and cruise line partners:** We operate 90+ ships across 12 cruise lines in all price segments, sailing to every continent. Our cruise line partners are industry leaders including the largest cruise company in the world and leading players in North America, Europe, and Asia
- + **Highest exposure to customers:** We have exposure to 12M+ unique customers annually
- + **Breadth and depth of brand relationships:** We carry 700+ brands across all categories and price points



Our unparalleled access

An LVMH Moët Hennessy portfolio brand:

+ **Support from LVMH**

Since 2000, we have been part of the LVMH portfolio of 75 houses. With the backing of the largest luxury group in the world, we have unparalleled access to leverage global resources and portfolio brands to access top talent, leading retail insights, and luxury products of other sister maisons.

+ **Stronghold in Luxury**

Our product offerings feature global luxury brands and we design the onboard brand experience with the same identity and service as our brand partners' land-based boutiques.

Luxury Daily

Bulgari links with Starboard to host fashion show at sea



Bulgari is hosting a show on Costa Venezia, large country of Starboard

By their owners

Italian jeweler Bulgari is working with Starboard Cruise Services and Costa Cruises to stage an experience that blends elements of entertainment, product showcase and brand education.



The industry is large and growing

Tailwinds behind an industry

- + The global cruise industry is large, generates \$150B of economic activity annually
- + The industry has experienced sustained growth over the past decade (30M passengers globally in 2019 vs. 18M in 2009)
- + Post COVID, the industry is forecasted for a strong reemergence with +20% growth by 2024 vs. 2019

Starboard and our cruise line partners are poised for growth

- + Our portfolio continues to grow. In addition to retaining contracts with leading cruise lines, in 2020, we added multiple new cruise line partners under our portfolio



We curate the best experiences to showcase luxury brands and products

Curated Assortment



- + Our team curates the assortment for each cruise line and class of ship
- + Products may be evergreen best sellers, itinerary-specific, and/or seasonal trunk shows to layer newness within the assortment

Experiences & Events



- + Retail driven events in high traffic public spaces or within our stores
- + Opportunity for private events or "pay for" experiences

Exclusive Products



- + Ship inspired custom collections
- + Exclusive lines for resort, cruise, and travel

The cruise industry is an exciting opportunity for luxury brands

Unique access to high value customers



Exposure
to customers globally



Attention
for an extended time



Celebration
mindset

Luxury retail isn't limited to the traditional store environment

360 degree immersion throughout the vacation



In-cabin

- + **Private Appointments in shop or deliver to cabin**
- + **In room programming**



Public Spaces

- + **Visual and digital displays**
- + **Windows**
- + **Activations**



Digital

- + **Pre-cruise**
- + **Ecommerce integration**

We are in the business of curating vacation retail experiences. We want to reimagine retail at sea with curated assortments and experiences that invite guests to discover, engage, and purchase.

We see luxury brands as a valued partner to help curate a vibrant world for our guests.

THANK YOU!

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