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**Ultra-Luxury Scenic Eclipse and Luxury Emerald Cruises Yachts  
Debut Bespoke Discovery Retail Experience On Board**

*Remote and Undiscovered Destinations Inspire Starboard Luxury's Exploratory Retail Offerings  
on board Scenic Group's Yachts*

Hollywood, FL, & Vancouver, B.C., May 2023 – Scenic Group, the parent company of Scenic Luxury Cruises and Tours, and Emerald Cruises, sets sail with a new international retail offering anchored in destinations and discovery. The small ship travel group partnered with Starboard Luxury to introduce custom shopping programs designed specifically for its discovery and luxury yachts that visit remote corners of the world. Starboard Luxury, a division of Starboard Cruise Services, took inspiration from the rich heritage of quality, creativity and craftsmanship of its parent company, LVMH Moët Hennessy Louis Vuitton, to curate bespoke collections and experiences for the most discerning travelers at sea.

“We deliver the experience of a lifetime to our guests who are avid explorers,” says Damien Thomas, Group Chief Operating Officer at Scenic Luxury Cruises & Tours. “Nowhere else will they find unique aspects of adventure cruising, such as zodiacs, kayaking, stand-up paddleboarding and, on-board Scenic Eclipse Discovery Yachts, two custom built helicopters and a submarine for unrivalled exploration. We are delighted to partner with Starboard Luxury as our onboard retail provider, who will provide our guests with the opportunity to purchase quality, specially crafted items throughout their journey.”

Aligned with Scenic Group's innovative and tailored itineraries, the boutiques onboard will offer a specially curated assortment of items and gifts designed to align with the Group's continuous travel innovation, always ensuring the guest experience is at the heart of everything they do. For polar voyages onboard Scenic Eclipse Discovery Yachts, guests can comfortably experience the ice-covered landscapes up close, with offerings optimized for the weather, such as expedition gear (all-weather performance binoculars and waterproof attire), skin care formulated to protect against all climate elements, and elevated apparel. Warm water voyages in the Caribbean, Red Sea and Mediterranean on both the Emerald Cruises Yachts and Scenic Eclipse Discovery Yachts will introduce new collections of exclusive local artisanal items that guests can't find at home, in addition to unique vintage pieces, fine jewelry, and gifts locally sourced from the region.

“Luxury travelers look for personalized experiences that offer comfort, convenience and quality in every aspect of their holiday. We have built a custom assortment for the guests sailing on Scenic Luxury Cruises or Emerald Cruises that will satisfy those desires, even in some of the world's most remote locations,” stated Stacy Shaw, Vice President of Starboard's Luxury Division. “Whether that's a one-of-a-kind jewelry piece made from the region's unique gems, or an adorable plush penguin toy the grandkids will cherish, we seek out opportunities to surprise and delight guests.”

In April, Starboard Luxury's retail programs debuted on board the award-winning luxury yacht, *Emerald Azzurra* and the ultra-luxury *Scenic Eclipse II* Discovery Yacht, and will soon launch on *Scenic Eclipse I* on May 3 and the newly-built *Emerald Sakara* on August 5.

**About Scenic Group**

Scenic Luxury Cruises & Tours has grown over its 37-year history to include award-winning, truly all-inclusive river and ocean cruises and handcrafted land journeys that take guests to many of the world's most fascinating destinations. In 2019, Scenic introduced *Scenic Eclipse*, The World's First Discovery Yacht™. Hosting just 228 guests (200 in Antarctica), the Discovery Yacht offers a close to 1:1 guest-to-staff ratio, butler service, 10 dining experiences, a 5,920 ft<sup>2</sup> ultra-luxury spa, yoga and Pilates studio, vitality pools and bars, two state-of-the-art

helicopters, a submarine and an expert Discovery Team. The arrival of its second Discovery Yacht, *Scenic Eclipse II*, launched on April 13, 2023 elevates ultra-luxury cruising to new heights. *Scenic Eclipse II* features a next generation submersible, *Scenic Neptune II*, custom-designed with Triton Submarines. The wellness experience in the Senses Spa and Owner's Penthouse Suite has been significantly expanded in partnership with spa design leaders KLAFS along with the introduction of the new Sky Bar & Deck and vitality pool. Scenic is part of Scenic Group, which includes Emerald Cruises, Mayflower Cruises & Tours and Evergreen Tours.

Emerald Cruises launched *Emerald Azzurra* in March 2022 - a 100-guest luxury yacht that sails the celebrated coastlines of the Mediterranean, Adriatic and Red Seas, as well as the Caribbean and Central America. In August 2023, *Emerald Sakara*, the line's second luxury yacht will set sail. Emerald Cruises also offers European and Asia river cruises on board its nine innovatively designed Star-Ships. The lines offer outstanding service and a focus on active shore excursions and onboard wellness through their EmeraldACTIVE program and excursions.

Scenic can be found on Twitter at @ScenicLuxury, on Facebook as ScenicCruises and on Instagram as Scenic.luxurycruisestours and scenic.eclipse, while Emerald Cruises can be found on Twitter at @emerald\_cruises, on Facebook as EmeraldCruisesGlobal and on Instagram as @EmeraldCruises.global.

### **About Starboard Luxury**

As part of LVMH Moët Hennessy Louis Vuitton, Starboard is known as the preferred partner for luxury retail at sea and is recognized as one of the 75 Maisons worldwide. Expanding Starboard's core expertise, the Luxury Division was launched in 2019 to be the center of excellence for upscale retail experiences and support ultra-luxury partners.

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