

UPDATE: MSC Grandiosa offers 'new cruise retail experience', says Pittaway

**MSC Cruises has hailed the retail offer on its recently christened MSC Grandiosa vessel as its best, broadest and most experiential to date.**

The christening took place in Hamburg, Germany, last weekend on the fourth and final night of celebrations in the Blue Port.

MSC Grandiosa will now embark on a grand tour visiting Southampton (*United Kingdom*), Lisbon (Portugal), Barcelona (Spain), Marseille (France) and Genoa (Italy) before commencing her usual seven-night cruises on 23 November 2019.

**As reported**, The new Grandiosa vessel boasts 1,167sq m of retail space — 50% more than sister ship MSC Bellissima — and 12 standalone boutiques.

Adrian Pittaway, Head of Retail, MSC Cruises told *TRBusiness*: “We have worked hard to create a retail offer that could easily be sent to Europe, South America or China and be ready to be relevant to all guests.

“With another 12 ships in the pipeline, MSC Grandiosa reflects the first of our next generation retail thinking and you will see continued development of this over the coming years with each of our new ship launches. MSC Virtuosa, MSC Seashore and MSC Europa will be the first to show this.”

## LUXURY WALKTHROUGHS

The ship features MSC's first luxury concept comprising four luxury walkthrough boutiques and an Outlet at Sea concept. The latter is fully adaptable and flexible and designed to bring pop-up and event retail to the cruise ship environment.



**MSC Grandiosa boasts 1,167sq m of retail space comprising 422 brands.**



UPDATE: MSC Grandiosa offers 'new cruise retail experience', says Pittaway

**The retail offer is a combination of MSCs retail team, technical department, training teams, partners and the shipyard coming together to create a new cruise retail experience, according to Adrian Pittaway, Head of Retail, MSC Cruises.**

Comprising 422 brands (250 exclusive MSC products), new launches include Michael Kors, Salvatore Ferragamo, Bally, Giorgio Armani, YSL and Guerlain make-up, Foreo, Pomellato, Baume and Mercier, Celine, Silhouette and Dolce and Gabbana. MSCs largest ever assortment of wearables and sound technology includes Beats, Sony Apple and Bose.

Pittaway added: "We fully expect the ship to be successful by our team providing an exceptional guest experience. We are focusing fully on our guest service, our product ranging, our competitiveness and our experiences to ensure that we can deliver strong trading. We expect the increased investment and long-term commitment we have made to be realised and showcase the full potential of onboard retail from the start."

MSC Grandiosa will also feature the largest selection of ship-specific logo products. Paying homage to the vessels Hamburg Christening location, a Launched in Hamburg product selection including hoodies and baseball caps, tote bags and teddy bears which will be available from the Logo Shop.

In addition, a branded MSC Foundation Shop has been implemented for the first time at sea, offering a new range of exclusive products. All proceeds support a number of coral projects.

Pittaway said: "For me personally, I am really proud of the retail offer on Grandiosa because it physically reflects an amazing team passion and effort from across our MSC Cruises family. This was my first end to end retail project after joining MSC and I really feel the retail offer is a combination of our retail team, technical department, training teams, partners and the shipyard coming together to create a new cruise retail experience.

"We have had so many positive comments and feedback from the many guests who have already had the opportunity to visit our amazing new flagship. We truly believe we are offering something new, exciting and holistic, as part of the elevated guest experience of MSC Grandiosa."

Making its ships more sustainable is high on MSCs agenda over the next decade. This is already clear as far as MSC Grandiosa is concerned, which has been designed to ensure cleaner air emissions and improved overall environmental performance at sea and ashore. According to the company, MSC Grandiosa is equipped with advanced cutting edge technologies and sets a new standard for sustainability at sea.

Aside the extensive retail offer, guests can experience two original new shows from Cirque du Soleil at Sea which are exclusive to MSC Cruises, a 93-metre-long Mediterranean Promenade comprising international shops and restaurants, an immersive art experience, dedicated children's areas designed in partnership with Chicco and Lego and the world's first virtual digital cruise assistant (Zoe) in every cabin



**MSCs Outlet at Sea concept is fully adaptable and is designed to bring pop-up and event retail to the cruise ship environment.**

The traditional Christening ceremony itself, hosted by television presenter, model and singer Michelle Hunziker alongside German actor Jochen Schropp took place in different locations across the ship. A purpose-built MSV Village on the banks of the River Elbe brought the festivities to shore, welcoming 5,000 locals to experience the christening from land with live music and food trucks. Guests were then joined by German television couple Annemarie and Wayne Carpendale who acted as presenters and hosts.

As MSC Grandiosa passed the Elbphilharmonie, a lightshow illuminated the building and ship, which took center stage on the River Elbe. Godmother Sophia Loren then officially named her 15<sup>th</sup> MSC Cruises ship. and guests enjoyed a four course meal before dancing the night away in the Galleria Grandiosa (*Mediterranean promenade*).