

BEYOND EXPECTATIONS: CELEBRITY CRUISES' NEWEST SHIP, CELEBRITY BEYOND, DEFIES IMAGINATION, WONDER AND LUXURY

- *Globally renowned designers Kelly Hoppen CBE, Nate Berkus and Jouin Manku collaborate with top architect Tom Wright to redefine the new luxury travel experience*
- *World-Famous Chef Daniel Boulud launches first restaurant at sea*
- *goop CEO and Founder Gwyneth Paltrow to serve as Well-Being Advisor*

MIAMI (April 28, 2021) – Today, Celebrity Cruises President and CEO Lisa Lutoff-Perlo unveiled the company's third ship in the company's industry-transforming "new luxury" *Edge Series*® -- **Celebrity Beyond**™. Designed to give guests endless opportunities to disconnect from the world -- while simultaneously reconnecting with the world that surrounds them -- *Celebrity Beyond* goes further than imagined possible for a cruise ship, creating a new world of wonder and luxury.

Inspired by a vision to take the cruise industry into the next era of luxury, Lutoff-Perlo assembled a dream team of modern lifestyle icons to bring to life extraordinary experiences that allow guests to connect with each other, the sea, and their journey. *Celebrity Beyond* showcases the design talents of multi-award-winning British designer Kelly Hoppen CBE; celebrated American designer Nate Berkus; and lauded Paris-based design firm Jouin Manku; the innovation of British architect Tom Wright; and the culinary gifts of Michelin-starred chef and restaurateur Daniel Boulud. The ship will also feature experiences and products from goop CEO and founder Gwyneth Paltrow, the brand's new Well-Being Advisor.

Redefining luxury again, *Celebrity Beyond* builds on the features and design of its award-winning predecessors [Celebrity Edge](#) (2018) and [Celebrity Apex](#) (2020) by creating innovative spaces that set the brand apart from others in the industry. Every element of *Celebrity Beyond's* look and feel has been carefully curated with re-imagined spaces and more luxurious versions of the brand's most popular signature spaces, including:

- [The Retreat](#)®, an exclusive resort-within-a-resort area for suite guests, highlighted by a new two-story sundeck;
- Transformed accommodations from modern two-story villas with private plunge pools to staterooms with infinite verandas, blurring the boundaries between indoor and outdoor living;
- An expanded Rooftop Garden and stunning Resort Deck featuring unique cantilevered float pools;
- A multi-level, multi-terraced Sunset Bar redefining the ship's aft;
- A first-ever Daniel Boulud fine-dining restaurant at sea;
- A boldly redesigned Grand Plaza spanning three decks, creating an airy and open indoor space;
- And, the return of the [Magic Carpet](#)®, an engineering feat soaring cantilevered above the sea, offering guests uninterrupted vistas while sipping cocktails or having dinner.

"Celebrity Cruises has always been an innovator at sea, and now we have challenged the status quo with a vessel that goes beyond expectations, beyond imagination," said Lutoff-Perlo. "*Celebrity Beyond* shatters any and every preconceived notion of the cruising experience. This exquisite ship offers a journey at the intersection of elegance and approachability filled with what's important to our guests today: forward-thinking design, culinary excellence, unparalleled well-being and incomparable service."



“With *Celebrity Beyond*, we saw an opportunity to take the extraordinary features of *Celebrity Edge* - like the focus on the connection with the ocean and the grand spaces - and really amplify them,” said Richard Fain, Chairman of Royal Caribbean Group, parent company of Celebrity Cruises. “We focused on providing more openness, height and spaciousness throughout the ship’s most popular spaces. The end result is a next generation ship that embodies the intersection of architecture and design.”

The Retreat: A Resort In and of Itself

One of the most sought-after interior designers in the world, **Kelly Hoppen CBE**, has reimagined aspects of the design for **The Retreat**, the unrivaled and exclusive resort space for suite guests, including all new suites, and brought her globally renowned style to outdoor venues such as the Rooftop Garden and the main pool area on the Resort Deck.

The new, two-story **Retreat Sundeck** will offer more unadulterated outdoor bliss and ways to rejuvenate in the fresh ocean air with secluded cabanas, chic new seating areas, additional water features and the exclusive Retreat Bar. The warm and inviting **Retreat Lounge** is a newly stylish space to unwind; while Hoppen’s new take on the adjacent private restaurant **Luminae**, now at the front of the ship, becomes a space where every corner provides a new experience with each visit, in keeping with the daily changing menu.

An array of contemporary suite accommodations featuring fresh color palettes and design details by Hoppen await guests of The Retreat, including the redesigned two-story Edge Villas with outdoor plunge pools, and Celebrity’s famous Iconic Suites, the largest in the fleet, offering better views than the captain’s quarters.

Connecting Two Worlds

Nowhere is more rejuvenating than the open sea, and *Celebrity Beyond* ensures guests are able to take full advantage of both the luxurious design of the ship while soaking in the world around them.

Perhaps best known for designing the world-famous Burj Al Arab Hotel, lead architect Tom Wright of WKK has expanded the exterior spaces on *Celebrity Beyond*, transforming them into serene outward-facing sanctuaries leveraging endless ocean vistas and breath-taking panoramas of the extraordinary places the ship will visit. His design both lengthens the ship by 20 meters and raises the ship to 17 decks tall, allowing for the reimagination of The Retreat, the Resort Deck, and the Rooftop Garden – outdoor spaces increasingly important to today’s traveler.

The main open deck, 40 percent larger than on previous *Edge Series* ships, features an enormous living **Rooftop Garden** designed by Hoppen and includes increased seating offering new private nooks and more spaces for movie watching, enjoying live music and outdoor dining at the expanded Rooftop Grill. A highlight of this area is Wright’s incorporation of two spectacular floating pools cantilevered six and a half feet over the side of the ship, taking guests beyond the water’s edge.

On the **Resort Deck**, guests will enjoy a stunning asymmetrical space with a 25-yard lap pool surrounded by a terraced pool deck and new sunken seating areas designed by Hoppen.

Wright also designed the signature *Edge Series* **Magic Carpet**, a tennis-court sized cantilevered platform that scales the side of the ship and transforms from open-air lounge or restaurant hovering above the ocean along higher decks to a tender platform for going ashore on lower decks. Featured on *Celebrity Beyond*, it debuted on *Celebrity Edge* in 2018 and is still considered one of the most unique design innovations ever for a cruise ship.

Celebrity Cruises’ *Edge Series* Design Ambassador **Nate Berkus** stepped into the role of designer himself, to imagine one of the most anticipated venues on *Celebrity Beyond* – the **Sunset Bar**. Inside this space that is nearly twice as large as previous iterations, Berkus has created a chic, Moroccan-inspired escape that is reminiscent of a modern-day Casablanca.



Guests will enter through a pergola-covered entrance to enjoy one of the hottest spots at sea. With more conversation niches and covered enclaves to allow guests to connect in a more intimate way, the Sunset Bar's cascading terraces will combine to provide the perfect place to soak in spectacular views and create unforgettable memories.

Luxury in Every Detail

The core of *Celebrity Beyond*'s vision of luxury is the **Grand Plaza**, a transformational place at the center of the ship designed by Jouin Manku — the team responsible for designing the Jules Verne restaurant in the Eiffel Tower — and offering a different experience with every visit. Inspired by the piazzas of Italy that serve as life centers of towns where architecture and social connection become one, the Grand Plaza spans three decks at the heart of the ship, boldly declaring it is the place to see and be seen.

Larger than Grand Plazas on its sister *Edge Series* ships, the *Celebrity Beyond* Grand Plaza has an airier atmosphere with more room for intimate seating. The added space allowed designers to move the Martini Bar into the center of the venue as a full, circular bar.

Hanging proudly above the new Martini Bar, the Grand Plaza's iconic chandelier boasts a new, organic shape with hundreds of individual LED lights that cast an inviting glow at all hours—taking center stage with talented bartenders at night during their exciting and theatrical Flash Flair Fusion performance.

Connected to the Grand Plaza is the top table of culinary excellence at sea, the new, intimate 50-seat restaurant by world-renowned chef **Daniel Boulud**. Aptly named **Le Voyage**, travel is the inspiration for the globally inspired flavors within, designed to transport guests to the very places that inspire the Michelin-rated chef. Complementing the menu, world-class sommeliers will pair the perfect wine with every dish from Celebrity Cruises' "most awarded" wine collection at sea.

Complementing Chef Boulud's world-class menu is the restaurant's ambiance, which is also the result of **Jouin Manku**'s creative talents. Intimate seating cocoons are surrounded by luminous portals highlighting the themes of journey and travel, while graphically lit "glass flutes" provide layers of light and texture to create an enchanting experience.

Providing a sense of occasion and flow, the *Le Voyage* experience begins with a dedicated entrance and concludes with a customized sweet prepared in Daniel's own farewell boutique as guests are wished 'au revoir.'

Rethinking Wellness at Sea

Luxury didn't stop at the architectural design and culinary experience, but extended into how Celebrity Cruises thought of wellness on *Celebrity Beyond*. New to the ship are **AquaClass SkySuites**, an immersive living experience that helps guests find their center. From floor-to-ceiling ocean views, private verandas, luxurious bedding and other wellness amenities, *Celebrity Beyond* has thought of everything to nourish its guests' mind, body, and spirit on vacation.

Celebrity Beyond also sets sail with a new partnership with actress and entrepreneur Gwyneth Paltrow, serving as the line's new Well-being Advisor. All Aqua Class guests across the entire Celebrity Cruises fleet (excluding Galapagos sailings) will be treated to onboard wellness offerings, including fitness kits from Paltrow's modern lifestyle brand goop, aimed at enhancing self-care and collective well-being. Paltrow and her team at goop will also curate onboard wellness programming and participate in the line's new Women in Wellness initiative.

Welcome Beyond

Celebrity Beyond will depart on her maiden voyage on April 27, 2022 from Southampton, England, on a 10-night Western Europe cruise visiting Bordeaux, France; Lisbon, Portugal; and Seville, Malaga, Palma de Mallorca and Barcelona, Spain. She will then offer a variety of Mediterranean journeys



including nine-night Italian Riviera and France itineraries and 10-night Greek Isles itineraries through early October, when she then heads to the Caribbean. Voyages are on sale as of April 28, 2021 at 3p.m. ET. For more information on all of Celebrity Beyond's inaugural 2022-2023 sailings, visit <https://www.celebritycruises.com/cruise-ships/celebrity-beyond>.

Like her industry-changing sister ships, *Celebrity Edge* and *Celebrity Apex*, the former of which was named one of TIME Magazine's "[World's Greatest Places](#)" following her 2018 debut season, *Celebrity Beyond* will connect guests to the breath-taking world around them like never before. Celebrity Cruises' onboard and onshore experiences stand it apart as a new luxury travel brand without comparison. For more information on all Celebrity Cruises' offerings and to book the vacation of a lifetime, visit www.celebritycruises.com.

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About Celebrity Cruises

Celebrity Cruises' iconic "X" is the mark of a fleet of 14 award-winning ships redefining luxury cruise travel with cool, contemporary design and accommodation; dining, spa and entertainment experiences for modern tastes; and culturally rich and diverse destination experiences, all complemented by warm, personalized service. Celebrity has pioneered many industry firsts at sea, including: the first use of solar panels on a cruise ship; the first to eliminate use of plastic water bottles; the first American female Captain of a cruise ship; the first-ever all-female bridge and officer team sailing; the first West African woman to work on the bridge of a cruise ship; and one of the first legal same-sex weddings performed at sea. Driven by wanderlust and a passion for opening the world, Celebrity journeys to all seven continents, visiting nearly 300 destinations in more than 70 countries. Celebrity Cruises is one of five cruise brands operated by global cruise company Royal Caribbean Group. (NYSE: RCL).

Celebrity Cruises is applying the recommendations of the [Healthy Sail Panel](#) of public health and scientific experts to provide a safer and healthier cruise vacation on all of its sailings. Health and safety protocols, regional travel restrictions and clearance to visit ports of call, are subject to change based on ongoing evaluation, public health standards, and government requirements. U.S. cruises and guests: For more information on the latest health and travel alerts, U.S. government travel advisories, please visit <https://www.celebritycruises.com/travel-alert> or consult travel advisories, warnings or recommendations relating to cruise travel on applicable government websites.

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Media can stay up-to-date on all Celebrity Cruises news at www.celebritycruisespresscenter.com

Designer Quotes

"There is something about being at sea and looking for the destination that is coming up that is really quite special and is the reason I sail. The design of the ship is what provides that window to the world – the vantage point. More space on *Beyond* created a bigger 'window' and enabled us to add elements that I had always dreamed of for Celebrity's *Edge Series* like the float pools hanging off the ship. It all adds to the perspective that will be unmatched in the travel experience it offers." — **Tom Wright, lead architect, WKK**

"All of these spaces are so integral to the ship and people's experience. For me, the design project became all about this idea that every day someone's going to feel different and want to do something different but always want the ultimate holiday. So, there's music, drinks and places to come together but also cocoons and places of solitude. The beauty of this ship is that there is so much opportunity to be who you want to be." — **Kelly Hoppen CBE, designer**



“When a good designer thinks about how something should look, they’re thinking about how people should feel. I took inspiration from some of my favorite places in the world – the best parts of Mexico, the best parts of Greece, the best parts of Uruguay with the best parts of California. I wanted this space to represent aspiration. I wanted it to represent relaxation, in an upmarket way.” — **Nate Berkus, designer**

“Le Voyage will be a culinary journey like no other and will reflect the flavors of the destinations the ship will visit. The menu will be grounded in the DNA of my French roots, but, at the same time, it’s going to be very adventurous. My goal is to create a wonderfully comfortable environment where the food is center stage. I want this to be the most special restaurant at sea.” — **Daniel Boulud, chef**

“Guests really gravitated to this area [the Grand Plaza] on *Celebrity Edge*, making it the most popular gathering spot on the ship. So, we expanded the area and then took a lot of inspiration from modern opera halls for the design - opening it up, giving it a loftier, airier atmosphere. The added space not only lends itself to more guest interaction but also allows for more intimate seating areas for guests to escape to.” — **Sanjit Manku, co-founder, Jouin Manku**

“At goop, our curiosity leads us to explore different approaches to well-being and sends us around the world, reporting on the best places to eat, drink, engage, and unwind. Near the nexus of these interests, we came across Celebrity’s mission to disrupt the traditional notion of being well-traveled. As Celebrity’s new well-being advisor, I’ll be working with my team at goop to bring onboard some of our favorite practices and tools for deepening well-being and joy.” — **Gwyneth Paltrow, CEO and founder of goop**