



## **CELEBRITY CRUISES DEBUTS THEMED WINDOW DISPLAYS AT SAKS FIFTH AVENUE FOR THE HOLIDAY SEASON**

*Brand Celebrates the Upcoming Launch of Newest Ship Celebrity Beyond<sup>SM</sup> with Two Window Displays Including Le Voyage by Daniel Boulud, Highlighting the Acclaimed Chef's First Restaurant at Sea Coming in 2022*

*Exclusive Partnership Also Includes Spring 2022 Fashion Photo Shoot and Digital Marketing*

**MIAMI (Nov. 24, 2021)** – Feeding the travel wanderlust of holiday shoppers, Celebrity Cruises debuted two themed windows as part of luxury retailer Saks Fifth Avenue's famed holiday display that draws millions of visitors each and every year.

The windows bring to life two of Celebrity's most talked about onboard venues – Eden, available on the brand's *Edge*<sup>®</sup> *Series* ships, and Le Voyage by Chef Daniel Boulud, debuting on *Celebrity Beyond* next year. The Eden window is inspired by the transformative environment of this iconic space along with the dramatic and magical performances that take place here. The Le Voyage window is inspired by the inviting warm glow, and intimate and upscale feel of Boulud's first restaurant at sea.

On board Celebrity, the iconic Eden is an innovative experience unlike anything at sea – or even on land. A creative combination of culinary and entertainment offerings, guests discover an array of activities that evolve with the day, from chillful mornings to playful afternoons to wonderful evenings. Eden transforms throughout each sailing, offering food and events designed to awaken a sense of wonder in unique and exciting ways.

World-renowned chef Daniel Boulud, Celebrity's Global Culinary Ambassador, has created his first signature restaurant at sea—Le Voyage by Daniel Boulud. As the name implies, travel is the inspiration in this intimate and upscale venue for Chef Daniel's innovative dishes. From the moment guests step inside Le Voyage by Daniel Boulud, the experience is so much more than a meal. The ambiance of the restaurant is the result of Jouin Manku's creative talents—the duo architect-designers, Sanjit Manku and Patrick Jouin responsible for the bars and restaurants of La Mamounia Marrakech as well as Celebrity's own extraordinary Grand Plaza available on all *Edge*<sup>®</sup> *Series* ships. The globally inspired flavors Boulud has infused into the menu will transport guests to the very places that inspired their creations.

Celebrity's exclusive partnership with Saks Fifth Avenue officially launched earlier this year with a variety of digital touch points, including a dedicated landing page on [Saks.com](https://www.saks.com). In addition to the holiday window displays, there will also be a fashion photo shoot on board Celebrity Apex for inclusion in Saks' Spring 2022 digital and social media campaigns.

"*Celebrity Beyond* is the third ship in our award-winning *Edge Series* which disrupted the cruise industry, and we wanted to celebrate her by doing something unique," said Michael Scheiner, chief marketing officer of Celebrity Cruises. "The partnership with Saks Fifth Avenue is the first-of-its-kind for the cruise industry and very special to Celebrity. It's an exciting and important way for us to show up in unique ways in locations our guests are visiting. This will be one of many firsts in the upcoming year for the brand."

The holiday windows are on display now and will run through January 1, 2022.

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**Editor's Note:** Media can stay up-to-date on all Celebrity Cruises news at [celebritycruisespresscenter.com](http://celebritycruisespresscenter.com)

**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 the 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).

**Every Luxury Covered**

Simplifying the luxury vacation experience, Wi-Fi, drinks, and service charges are now '[Always Included](#)<sup>SM</sup> on every Celebrity cruise.