



MEDIA CONTACTS:

Elizabeth Jakeway (305) 539-6127
ejakeway@celebritycruises.com

Tavia Robb (305) 539-6721
trobb@celebritycruises.com

**CELEBRITY CRUISES' NEW *CELEBRITY SILHOUETTE*
PRESENTS LUXURIOUS NEW BULGARI BOUTIQUE**

Leading labels offer enticing shopping options for upscale vacationers

MIAMI – July 14, 2011 – In a world where there is typically too much to do and too little time to do it, a vacation is a precious respite. It also presents the ideal time to indulge in a little leisurely shopping. Recognizing that, Celebrity Cruises consistently strives to present an innovative onboard shopping experience that makes guests' vacations even more special, and a new shop on *Celebrity Silhouette* is sure to do exactly that. When the sleek new ship sets sail from Hamburg, Germany, July 23, its inviting boutique space will introduce a boutique dedicated to one of the world's leading luxury brands: Bulgari.

"Our guests tend to appreciate products that are luxurious and sophisticated, with a modern, contemporary flair, and Bulgari is renowned for consistently delivering that," said Celebrity's Senior VP of Hotel Operations Lisa Lutoff-Perlo. "This brand's recognized commitment to innovative design, style and quality makes it an ideal fit with the Celebrity Cruises product and experience."

Across its product portfolio of jewelry, watches, accessories, fragrances and more, Bulgari has long been admired for its bold, sophisticated style, meticulous craftsmanship, and unique design. The Bulgari boutique on *Celebrity Silhouette* will present a wide variety of exceptional jewelry, watches and sunglasses.

Among the other distinct, upscale – and in some cases, up-and-coming – brands found in other shops onboard *Celebrity Silhouette* will be Mad Bags, whose handbags are created from textiles such as eco-friendly bamboo, animal-friendly leathers and hand-woven taffeta silks; Soybu, which blends eco-friendly fibers into the soft, vibrantly colored fabrics of its women's performance apparel; Eileen Fisher, well-known for apparel boasting a sophisticated, easy elegance; the legendary Tommy Bahama brand of stylish resort apparel; Calypso St. Barth's, with a self-proclaimed no-fuss approach to stylish resort-wear; Mar Y Sol, which creates authentic, handmade accessories using natural materials from Madagascar's precious forests; Big Buddha, which made its mark through the pop hardware and vibrant colors of its bags and shoes, and La Regale, the preeminent leader in special occasion handbags.

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Additionally, *Celebrity Silhouette* will present an expanded selection of watches, including a boutique space dedicated to the Omega line, in addition to models from Chopard, Fendi Crazy Carats, Longines, Michele, Tag Heuer and Tissot. Meanwhile, guests interested in hip sunglasses will be pleased to find models from category leaders Maui Jim, Oakley and Ray-Ban.

Celebrity's private label "Blue Collection" sportswear will be expanded on *Celebrity Silhouette*, as will the variety of ethnic gifts and merchandise reflective of the communities and cultures in which the ship is sailing.

Celebrity Silhouette's array of cosmetics will include leading brands such as Chanel, Clinique, Dior, Lancome and La Prairie, and fragrances from Armani, Calvin Klein, Dior, Dolce & Gabbana, Givenchy, Juicy Couture, Marc Jacobs and Thierry Mugler.

Celebrity Silhouette's boutique offerings are presented in partnership with Starboard Cruise Services.

Celebrity Cruises' iconic "X" is the mark of the world's top-rated premium cruise line, with spacious, stylish interiors; dining experiences elevated to an art form; personalized service, with a guest-to-staff ratio of nearly 2:1; unexpected, trendsetting onboard activities, all designed to provide an unmatched experience for vacationers' precious time. Celebrity sails to Alaska, Australia/New Zealand, Bermuda, California, Canada/New England, the Caribbean, Europe, Hawaii, the Pacific Coast, Panama Canal, South America, and year-round in the Galapagos Islands. Celebrity also offers immersive cruisetour experiences in Alaska, Australia/New Zealand, Canada, Europe and South America. One of the fastest-growing major cruise lines, Celebrity's fleet currently consists of nine ships, with two additional Solstice Class ships scheduled to join the fleet: *Celebrity Silhouette* in July 2011, and *Celebrity Reflection* in Fall 2012. For more information, dial 1-800-437-3111, visit www.celebritycruises.com or call your travel agent.

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