



Thursday August 5, 2021

First Mulberry boutique at sea and 175 retail brands to feature on P&O Cruises Iona

The first ever Mulberry boutique at sea plus over 175 retail brands, including 45 brands new to P&O Cruises are set to feature on Iona.

The 12 shops and four stand-alone boutiques are within 980 square metres of retail space. Products ranging from fine jewellery and fine watches to fashion and beauty will be available to guests from Saturday when Iona departs for her maiden voyage.

Brands that can be found on board include:

- Mulberry. The Mulberry boutique will be the first ever stand-alone store at sea.
- Chanel. The first store of its kind at sea including digital wall screen, one-to-one fragrance tester bar and consultation area.
- Gem Bar. The world's first Gem Bar will launch on Iona. A fine jewellery concept that allows guests to select gems from a spinning carousel to design and make bespoke pieces of jewellery.
- The White Company. This first at sea shop will stock a range of candles, diffusers and soaps.
- Pandora. This new design boutique for Iona encapsulates the best of Pandora's high street shops and will also stock the exclusive collection of sea ocean charms.
- Roberto Coin fine jewellery in the company's first ever 'floating boutique'.
- Fine watch brands TAG Heuer, Tudor and Citizen with the latter stocking limited edition personalised Iona watches.

P&O Cruises president Paul Ludlow said:

"Iona is a new type of ship packed full of firsts – it is Britain's most environmentally-friendly cruise ship powered by liquefied natural gas, we have Gary Barlow as music director of The 710 Club and we have the first gin distillery at sea.

"We're proud to have developed an equally innovative retail proposition, including the first Mulberry boutique at sea, to be a part of this game-changing ship."

For more information or to book call P&O Cruises on 03453 555 111, visit www.pocruises.com or contact a travel agent.

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About P&O Cruises

P&O Cruises is Britain's favourite cruise line, welcoming guests to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. P&O Cruises fleet of premium ships combine genuine service, a sense of occasion and attention to detail. In May 2021, P&O Cruises launched Iona, its first Excel class ship. The new LNG-powered ship, with 5,200-guest capacity, is the largest ship built to serve the UK market. Iona features enhancements to already successful brand signature venues from the existing fleet, as well as features newly developed for Iona. P&O Cruises second LNG-powered Excel class ship and sister ship to Iona is

named Arvia, meaning from the seashore, and will join the fleet in December 2022. Arvia is an innovative and future-focused ship and will offer outstanding, varied and contemporary holidays. Arvia has been designed to travel to the sun all year-round and to maximise views of the ocean and the seashore from everywhere on board. With over 200 destinations worldwide, P&O Cruises itineraries are carefully curated to inspire discovery, and are varied to suit newcomers and experienced guests alike. With a wide choice of holidays from two days to three months there is something for everyone. P&O Cruises sails to Australia & New Zealand, Baltic, the British Isles, Canada, the Spain, Portugal & the Canary Islands, the Caribbean, Central America, the Far East & Asia, the Indian Ocean, the Mediterranean, Scandinavia, South America, the South Pacific, the United States and Western Europe.

The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).

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