

TAG Heuer & Starboard launch standalone boutique onboard Carnival Jubilee



The boutique features a new retail concept developed by TAG Heuer's in-house design and architecture team in Switzerland

Luxury Swiss watchmaker TAG Heuer and Starboard, the world's leading retail curator at sea, have partnered with Carnival Cruise Lines to debut TAG Heuer's largest standalone boutique at sea.

At 553 square feet, the boutique features a new retail concept developed by TAG Heuer's in-house design and architecture team in Switzerland. The sleek interior combines modernity with elements that pay homage to the rich TAG Heuer's motorsport heritage and history.

The new cutting-edge concept features products that highlight the brand's expertise and pioneering spirit including the TAG Heuer Carrera Skipper, a tribute to TAG Heuer's return to the high seas and sailing heritage. The Carrera Skipper has a circular brushed main dial in Carrera signature blue (a tone initially inspired by the sea) paired with the 12-hour counter being 'Intrepid Teal' and the 15-minute regatta counter having segments in Intrepid teal, Lagoon Green and Regatta Orange.

Other special models include the TAG Heuer Monaco Skeleton, inspired by the Monaco's original blue dial. Integrating for the first time a complex skeleton dial with bold colors, it is described as the perfect icon of watchmaking in a square format. This and many other novelties will be available in new Boutique, including the Carrera Chronosprint x Porsche and Aquaracer Solargraph collection.

This latest collaboration commemorates the continuation and expansion of the Starboard and Tag Heuer partnership spanning over two decades delivering performance, innovation and excellence to

discerning cruise vacationers.



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Lisa Bauer, Starboard's President and CEO, said, "We are really excited to celebrate our long-time partnership with TAG Heuer and introduce guests to their renowned Swiss watchmaking expertise, precision, and cutting-edge technology. Through unique experiences and activations, we nurture guests on their shopping journey at sea, connecting them with the perfect vacation memento to take back home."

Consistently setting new standards for luxury Swiss timepieces at sea, Starboard is regarded as a trailblazer introducing guests to the world's most renowned Swiss timepieces crafted by luxury watchmaker brands. Launching TAG Heuer at sea marked a significant milestone and accomplishment, signifying a pivotal moment for Swiss timepieces in cruise retail.

Franck Suznjevic, TAG Heuer Executive Vice President LATAM and Caribbean, commented, "With the opening of our largest boutique at sea, we are reinforcing our long-standing partnership with Starboard and strong commitment to TAG Heuer's travel retail offering. There is huge momentum with TAG Heuer clientele in cruise retail, and together with Starboard, we remain committed to delivering precision, performance, and savoir-faire for new and existing customers at sea."

In a continuation of their collaborative endeavors and as part of Starboard's commitment to extensive and ongoing learning and development for its Swiss time piece specialists, TAG Heuer hosted Starboard's Watch Specialists for an immersive training experience in Cozumel, Mexico. During this elevated training session, TAG Heuer's expert team shared invaluable product knowledge and sales tips, ensuring that guests receive exceptional service and expertise when exploring TAG Heuer timepieces at sea.

Luis Terife, Carnival's vice president of onboard guest commerce at Carnival Cruise Line, said, "We are honored TAG Heuer chose our flagship Carnival Jubilee for this special retail experience. The success to date reinforces the incredible opportunity we see in expanding our Swiss offering on Carnival ships for our luxury guests."