



ROYAL CARIBBEAN'S OASIS OF THE SEAS OFFERS SHOPPERS' PARADISE

Oasis of the Seas Presents Largest, Dedicated Coach Store at Sea to Top Off Variety of Merchandise Offerings

MIAMI – Complementing the largest and most revolutionary cruise ship's many groundbreaking lifestyle statements, the shopping opportunities aboard *Oasis of the Seas* are unrivaled. There are 13 retail venues to tempt guests – including open-air shops – that cover more than 10,000 square feet. Guests of all ages and interests can find their retail therapy of choice in outlets that range from children and teen-gear shops to jewelry and duty-free stores for adults, many offering products exclusive to *Oasis of the Seas*.

Of the many international brands making their debut, the Coach boutique is one of the most exciting. Located in the Central Park neighborhood, the iconic maker of luxury leather goods introduces its first free-standing store at sea. Browse there for the brand's beautiful handbags as well as Coach sunglasses, jewelry and other accessories. Among the recognizable jewelry and clothing designers establishing a presence at sea for the first time are Breitling watches and Italian jewelry designer Pianegonda, as well as apparel companies including Lucky Brand, Eileen Fisher, DC Apparel and Forest & Fauna, makers of 100 percent organic t-shirts and garments. *Oasis of the Seas* also carries a number of brands never before seen in the Royal Caribbean fleet, including elegant jewelry from Roberto Coin, Charriol and Yvel, as well as offers long-time favorites, such as cosmetics by legendary brands Chanel and Christian Dior, among many others.

The Boardwalk neighborhood harbors several great shops kids and teens will love. The totally cool Star Pier is an interactive, hybrid shop stocked with electronics and surf-inspired clothing. It also sports a DJ station and Nintendo Wii game area. Younger cruisers can make a bee line to Pinwheels to check out the toys and clothes as well as the in-house play area. For fun-loving sweet-eaters of all ages, all roads lead to Candy Beach, the ultimate boardwalk candy store offering bins and bins of everything from M&Ms to Tootsie rolls and jellybeans.

"We are consistently pushing the envelope with the retail selection offered on our cruise ships, and with *Oasis of the Seas*, we sought to fully transform the shopping experience at sea by introducing new brands and new concepts," said Lisa Bauer, senior vice president, Hotel Operations, Royal Caribbean International. "We've been fortunate to gain the support of a number of iconic brands that are eager to be part of the *Oasis of the Seas* experience and are pleased that we can deliver upon guests' feedback to offer more shopping opportunities onboard."

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Located in the Central Park neighborhood, **Coach** is one of the most exciting additions to the retail lineup on *Oasis of the Seas*. Known for its quality, detail and variety of designs, Coach debuts its largest location at sea with an assortment of chic handbags and accessories, from sunglasses to jewelry, scarves and key fobs. To celebrate the grand opening aboard *Oasis of the Seas*, Coach is offering a special gift with purchase – an exclusive leather luggage tag in luxe parchment, embossed with the iconic horse and carriage logo in gold.

The Royal Promenade offers a range of fine products in a variety of boutiques.

- **Prince & Greene** – With a trendy fashion boutique vibe, Prince & Green offers urban apparel and accessories for men and women alike, all with an funky urban edge. Labels include Betsey Johnson, Calypso and Kenneth Cole for women and Fred Perry, Ed Hardy, Marc Jacobs and Ben Sherman for men.
- **Regalia** – One of *Oasis of the Seas*' most chi-chi boutiques, browse here for some of the most coveted names in fine jewelry and watches, from Tag Heuer to Roberto Coin, Pianegonda, Olivia and more.
- **Solera** – The official go-to retail store for guests' cosmetics, skincare and fragrance needs, Solera features brands such as Chanel, Dior, La Prairie, Lancôme, Shiseido, as well as cutting-edge "doctor-brand" regimens.
- **Willow** – In contrast to the high-fashion finds at Prince & Green, Willow features casual sportswear for guests, ideally suited to the cruising lifestyle. Natural linen and organic clothing options for men and women are offered, as well as brands including Eileen Fisher, JMP, and Forest & Fauna. Willow also offers multicultural products from the World of Good line whose proceeds benefit non-profit organizations around the world, as well as socially responsible artisans.

Younger guests also can enjoy a variety of shops in the Boardwalk neighborhood.

- **Candy Beach** – A boardwalk isn't complete without a sweets shop. And Candy Beach is the ultimate, offering more than 72 varieties of candy for mixing and matching. Fill a bag with M&Ms and jellybeans, or grab a handful of classics, from saltwater taffy to Pop Rocks, Lemonheads, Tootsie rolls and more.

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- **Carousel Cart** – The hand-carved carousel onboard *Oasis of the Seas* is undoubtedly one of the most unique features on the ship. After paying the carousel a visit, guests can check out the clothes, accessories and souvenirs that celebrate this nostalgic pastime and popular *Oasis of the Seas* attraction.
- **Pinwheels** – Younger cruisers can head to Pinwheels where they'll find shelves of toys and games, plus stuffed animals and clothing for children of all ages. Kid-favored brands such as Crayola as well as Royal Caribbean merchandise in tyke sizes are all offered. The backdrop of the fun store includes a play area with games and plasma screens showing movie trailers.
- **Star Pier** – For tweens and teens, the music's playing and the vibe is social in Star Pier. From clothing labels including Roxy, Quiksilver, and DC Apparel, plus tons of back packs and a sea of flip flops, to an electronic games and accessories outpost complete with a DJ station and Wii game area, this store is a destination in and of itself.

With no need to stray further than a few steps from your chaise lounge in the Pool and Sports Zone, **Breeze** is an open-air shop conveniently stocked with all the fun-in-the-sun must-haves that make for a perfect lazy day in the sun. Shop for everything from swimwear and sun block, to sunglasses, water toys, crossword puzzles and the latest paperbacks.

Oasis of the Seas is the largest and most revolutionary cruise ship in the world. An architectural marvel at sea, it spans 16 decks, encompasses 225,282 gross registered tons, carries 5,400 guests at double occupancy, and features 2,700 staterooms. *Oasis of the Seas* is the first ship to tout the cruise line's new neighborhood concept of seven distinct themed areas, which includes Central Park, Boardwalk, the Royal Promenade, the Pool and Sports Zone, Vitality at Sea Spa and Fitness Center, Entertainment Place and Youth Zone. The ship sails weekly from her home port of Port Everglades in Fort Lauderdale, Fla. Additional information is available at www.OasisoftheSeas.com.

Royal Caribbean International is a global cruise brand with 21 ships currently in service and one under construction. The line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, and Australia and New Zealand. For additional information or to make reservations, call your travel agent, visit www.RoyalCaribbean.com or call (800) ROYAL-CARIBBEAN. Travel professionals should go to www.CruisingPower.com or call (800) 327-2056.

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