



Princess Expands Discovery at Sea Partnership with Introduction of Style at Sea with TLC

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SANTA CLARITA, Calif. (October 22, 2015) – What to pack, what to wear and how to look stylish are just a few of the many questions women ask when preparing for a cruise vacation. [Princess Cruises](#) and TLC, with the help of fashion expert Stacy London, introduce Style at Sea with TLC, a new guest experience and branded content program, created as part of the line's exclusive Discovery at Sea partnership.

London, well-known stylist, author and magazine editor, is also famous for her time as co-host on TLC's *What Not to Wear*, the network's longest-running primetime series. Most recently London hosted TLC series *Love, Lust or Run* where she coaches women on their questionable fashion decisions and, under her tutelage, the women discover what impact wardrobe choices can have across their lives.

TLC has teamed up with Princess Cruises to provide style advice and how-tos to make dressing aboard a cruise carefree and fun. In addition, the cruise line's current *Runway at Sea* onboard activity, offering Princess guests the chance to model clothing from the line's boutiques, will be revamped.

"Style at Sea with TLC adds to our '[come back new](#)' brand promise, and is designed to give our guests transformative style experiences," said Gordon Ho, senior vice president of global marketing for Princess Cruises. "We're proud to have Stacy London introduce this new program that will help our guests pack fashionably and with style specific to the destination as well as look and feel their best for their own celebrations at sea."

TLC personalities will host a video series to help women choose the best pieces of clothing for their cruise vacation. From providing tips to those who prefer to pack light, to accessorizing a bathing suit, dressing up for a special occasion or applying make-up, Style at Sea with TLC will help take the guesswork out of how to dress for both day and night while on a cruise.

"The Style at Sea program is designed to make all women feel confident throughout their cruise," said London. "Whether they're relaxing on a beach in the Caribbean, whale watching in Alaska, quickly changing from day to night, or getting ready for a romantic celebration, I want all women to know how to express their personal style with confidence anywhere and everywhere, land or sea."

Style at Sea with TLC video content and articles will be available in early 2016.

About Discovery at Sea

[Discovery at Sea](#) aboard Princess Cruises is an exclusive partnership, which debuted in 2015 and creates memorable vacation experiences for the whole family. From stargazing to activities featuring Discovery hit shows, to immersive Discovery and Animal Planet shore excursions and Science Channel activities, Princess guests come back with a story to tell. Discovery at Sea offerings include:

- **Discovery and Animal Planet Shore Excursions** – Discovery and Animal Planet Exclusive excursions are unique tours that cannot be booked independently and are available only through Princess Cruises. Discovery Recommended excursions provide enriching and immersive once-in-a-lifetime experiences while Animal Planet Recommended tours show guests the coolest animals around the globe.
- **[Stargazing with Discovery at Sea](#)** – Science Channel and Princess Cruises take guests on a cosmic voyage they look to the skies from the top deck. On this interactive guided tour, a Princess Stargazing Specialist teaches guests how to find their bearings and identify the major constellations, hear the secrets of the stars and the folklore around them. Science Channel's Astrophysicist Dr. Hakeem Oluseyi, recently cruised the Mediterranean while filming a series of lectures: Celestial Events; Are We Alone?; How the Universe is Made. This content will soon be available on stateroom programming across the entire Princess Cruises fleet.

- **Shark Week at Sea** – Princess brings guests closer than ever to the entertainment phenomenon of [Shark Week](#) with premiere television content, onboard parties, trivia games, giveaways and even shark-themed culinary bites and beverages.
- **Discovery Kids and Teens Program** – Age-appropriate onboard activities include fun and engaging science experiments made popular by *Mythbusters*; *Animal Planet* themed activities; brain teasers and competitions; and videos, puzzles, games and apps from Discovery.

[Discovery At Sea](#) content is based on top-rated Discovery network properties from Discovery Channel, TLC, Animal Planet and Science Channel. Some of the integrations guests will experience are based on *Shark Week*, *Mythbusters* and *Deadliest Catch* and include show-themed games, trivia and a green screen experience.

To further enhance the cruise experience, Princess features a lineup of television programming including hit shows from Discovery Channel, Animal Planet, Science Channel and TLC for guests to enjoy in their staterooms. Discovery limited-time-only merchandise is also available onboard, offering guests a chance to bring home branded keepsake souvenirs.

Additional information about Discovery at Sea can be found at <http://www.princess.com/discoveryatsea>.

About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global cruise line and tour company operating a fleet of 18 modern cruise ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided with the experience of exceptional customer service. A recognized leader in worldwide cruising, Princess carries 1.7 million guests each year to more than 360 destinations around the globe on more than 150 itineraries ranging in length from three to 111 days. The company is part of Carnival Corporation & plc (NYSE/LSE:CCL; NYSE:CUK).

About Discovery Communications:

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching 2.7 billion cumulative subscribers in more than 220 countries and territories. Discovery is dedicated to satisfying curiosity, engaging and entertaining viewers with high-quality content on worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery and Science, as well as U.S. joint venture network OWN: Oprah Winfrey Network. Discovery also controls Eurosport International, a premier sports entertainment group, including six pay-TV network brands across Europe and Asia. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit discoverycommunications.com.

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