



## **Holland America Line Continues its Brand Evolution with Revamped Onboard Retail Experience to Deliver Relevant Brands and Merchandise That Reflect Premium Line's Amazing Destinations**

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*Eight ships to receive enhancements and new products in 2018*

Seattle, Wash., March 7, 2018 — Holland America Line is introducing a new retail experience on board its ships to better align with its ongoing brand evolution. The multi-faceted retail plan introduces new products and services, including an expanded logo collection, locally cultivated items, a new Fujifilm photo space and new supplier partnerships.

The retail rollout began with *Veendam* and expands to *Maasdam*, *Nieuw Amsterdam*, *Oosterdam*, *Prinsendam*, *Rotterdam*, *Westerdam* and *Zaandam* over the coming months. To launch and oversee the new program, Patrick Kells joined Holland America Group as director of retail, reporting to Kelli Coleman, vice president, onboard revenue, photo and retail.

"Over the past several years we have significantly elevated our entertainment, enrichment and culinary programs to enhance the way our guests experience the global destinations we visit," said Orlando Ashford, Holland America Line's president. "This new retail strategy continues the path of introducing innovative, new shipboard opportunities to exceed the expectations of travelers today and in the future. With more premium products and selections that reflect the destinations they are visiting, plus an interactive and engaging new photo area, our guests will enjoy more meaningful keepsakes from their cruise."

### **Partnership with Fujifilm Makes Photo Souvenirs a Snap**

Holland America Line is partnering with Fujifilm for a new, interactive, creative photo space on board that will enable guests to immediately print their photos from their mobile phones or memory cards using instant photo machines. Guests also will be able to share cruise memories by creating keepsake souvenirs featuring images from their cruise on product offerings such as photo books, mugs, shirts, keychains, magnets, mousepads and more. Keepsake mementos will be produced offsite and shipped to guests upon returning home from their cruise.

### **Curated Products and Services Offer New Retail Experience**

The retail enhancement introduces an expanded Holland America Line logo collection featuring iconic products that will leave guests with lasting memories of their cruise. From custom apparel to locally made artworks, the new items go beyond traditional cruise logo souvenirs. The new shops also will feature co-branded merchandise from some of Holland America Line's partners including Lincoln Center Stage, B.B. King's Blues Club, BBC Earth and America's Test Kitchen.

To bring the destinations on board in an authentic way, the new retail program will showcase unique products from local artisans and designers that capture the cultures visited around the world.

Holland America Line is looking to make shopping more engaging and meaningful, and interactive and enriching events will be offered so guests can see the different items and peruse the space with guidance from helpful yet unobtrusive shop staff.

### **New Supplier Elevates Products and Services**

For the new retail experience, Holland America Line tapped into the expertise of California-based Sofia Fiori, a luxury brand recognized worldwide for its designs, to operate the premium line's new fine jewelry and watch area. Sofia Fiori is at the forefront of product innovation for jewelry and watches and delivers meaningful guest experiences with its sophisticated operation.

Sofia Fiori is internationally recognized as a jewelry stylist to the stars, with frequent appearances on the Hollywood red carpet including the Oscars, Emmys and Golden Globes. Sofia Fiori is also a diamond wholesaler and designer, controlling every facet of production including direct sourcing of premium diamonds and gemstones, jewelry design, manufacturing and distribution, allowing Holland America Line guests to truly customize their jewelry right on board.

### **Patrick Kells Named Director of Retail**

Based in the cruise line's Seattle headquarters, Kells will lead the retail strategy for Holland America Line and oversee the onboard retail experience. He will report to Kelli Coleman, vice president, onboard revenue, photo and retail.

Prior to joining Holland America Line, Kells was with The Coca-Cola Company for 13 years, most recently as global director of retail merchandising. In that role, he was responsible for business strategy development, brand management, product development, store design and construction, visual merchandising and location planning. Previously he was with The Walt Disney Company. Kells holds an MBA and a bachelor's degree in business management.

**Editor's note:** Photos are available at <https://www.cruiseimagelibrary.com/c/twoaxrwz>.

Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social media outlets via the [Online Communities](#) quick link on the home page at [hollandamerica.com](#).

**About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]**

Holland America Line's fleet of 14 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 113-day itineraries, the company's cruises visit all seven continents, with highlights including Antarctica explorations, South America circumnavigations, Cuba cruises and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada and New England, Bermuda, Europe and the Panama Canal. The line welcomed *Koningsdam* in 2016 and has a second Pinnacle-class ship, *Nieuw Statendam*, to be delivered in December 2018. A third Pinnacle-class ship, due for delivery in 2021, recently was announced.

The company is undergoing \$300 million in brand enhancements to secure its position as the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge through an exclusive partnership with O, The Oprah Magazine; during an America's Test Kitchen show; at Explorations Café presented by The New York Times; and by taking a Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council, comprising world-famous chefs who design dishes exclusively for our guests.

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