



P&O Cruises new ship Arvia to offer a series of brand firsts with dedicated men's grooming area, experiential shopping zones and exclusive wellness suites

October 14, 2022

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P&O Cruises newest ship Arvia, arriving in December 2022 will feature a series of firsts for the fleet, including a dedicated men's area complete with a barber station for haircuts and male grooming; new wellness experiences in the Oasis Spa & Health Club; and new experiential shopping zones and retail brands in The Avenue.

The new dedicated men's area includes a barber station, plus male grooming collections from leading brands such as American Crew, Clinique for Men, Barbour Pro and Clarins for Men.

In the Oasis Spa & Health Club innovations include an invigorating cool room, salt room and two exclusive wellness suites where guests can indulge in bespoke treatments. One of the suites includes a hammam, the other a steam shower and both offer private treatment baths, a lounging space and light refreshments.

Experiential shopping zones will be introduced to The Avenue, Arvia's on board shopping destination with 900sqm of open-plan retail space. Experiences include an area showcasing the latest in tech at sea, a 'design your own' fine jewellery bar; Pandora Brilliance showcasing the brand's new range of lab-produced diamonds; and the first-at-sea Swarovski 'Wonder Lab' Concept Store featuring the latest crystal collections from Swarovski's new creative director, Giovanna Engelbert.

Alongside Mulberry, The White Company and Apple, guests will also be able to shop 30 brands that are new to P&O Cruises, including Rado watches, Floral Street fragrances, Cotswolds Distillery, and 25 sustainable brands such as Skin Regimen and Comfort Zone.

More information:

Oasis Spa & Health Club

- The perfect place for restoration and relaxation, guests can choose from an array of traditional and cutting-edge wellness therapies and beauty treatments. The zoned wellness spaces include an invigorating Thermal Suite and Thalassotherapy with heated and cooling chambers, heated lounge chairs and a pre-treatment Relaxation Lounge. The Retreat is an outdoor sanctuary exclusively for adults with loungers, a pool, refreshments and beautiful vistas. Within the spa, 18 individual treatment rooms are designed to soothe, complete with ocean views.
- Oasis Spa treatments include a deep-tissue Bamboo Massage, Aroma Stone Therapy or a Restorative Salt Stone Massage – a unique treatment that harnesses the healing power of warm blocks of mineral-rich Himalayan salt. For aching joints, backs and muscles, warming body balms and cooling seaweed masks will help to ease inflammation and swelling.

Gym & Health Club

- A fitness fan's heaven with state-of-the-art Technogym equipment and expert guidance from our professional personal trainers. Classes include Tour de Cycle, Body Sculpt Bootcamp, Pure-Form

Pilates and Yoga and Functional Stretch. The gym also boasts the latest Evolt 360 body scanning technology, so that guests can get a unique 360-degree picture of their physical conditioning to set individual goals. Wellbeing consultants are also on hand for professional advice on nutrition, sleep and stress management.

The Salon

- The Salon offers premium beauty and grooming services for both women and men. The Salon includes a speciality colour bar, advanced technology, luxurious Kérastase hair treatments and expert technicians.

The Photo Gallery

- A creative hub that lets guests capture their special holiday moments for posterity. In addition to an exclusive photoshoot with a professional photographer, guests can also visit the fun new 360 photo booth that captures not only the moment but also the stunning surrounding scenery.

Included in the cost of a P&O Cruises holiday

P&O Cruises offers unbeatable value with so much included, including accommodation, full board meals, pools and entertainment (theatre shows, headline performers, live bands, comedy and first run films), as well as supervised round-the-clock complimentary children's clubs. Shore experiences and drinks can also be pre-purchased in pounds avoiding any currency exchange fluctuations.

Example itineraries

[Caribbean, 7 nights from £1,389pp](#)

7 night cruise on Arvia (K303B) for £1,389 per person for an inside cabin. Departing February 4, 2023, the price includes kids' clubs, full board meals and entertainment. Departing from Barbados ports of call are Tortola (Virgin Islands, British), La Romana (Dominican Republic), Saint Maarten and Antigua.

[Mediterranean, 14 nights from £989pp](#)

14-night cruise on Arvia (K307) for £989 per person for an inside cabin. Departing April 2, 2023, the price includes kids' clubs, full board meals and entertainment. Departing from and returning to Southampton ports of call are La Coruna, Mallorca, La Spezia, Marseilles, Barcelona and Cadiz.

For images visit [here](#).

For more information or to book call P&O Cruises on 0344 338 8003, visit www.pocruises.com or contact a travel agent.

Ends

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. The fleet of seven ships each have their own appeal from family friendly or exclusively for adults.

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.

Iona joined the P&O Cruises fleet in May 2021 as the next generation of ship. Iona, the first British cruise ship to be powered by liquefied natural gas, sets a new standard for cruise travel featuring enhancements to already successful brand signature venues from across P&O Cruises existing fleet, as well as many new “firsts” such as the first gin distillery at sea and The 710 Club, with music director Gary Barlow.

Sister ship to Iona, Arvia will join the P&O Cruises fleet in December 2022 as its second LNG-powered, Excel-class ship offering a Caribbean maiden season of fly-cruise holidays from homeport Barbados.

Arvia, meaning “from the seashore,” is an innovative and future-focused ship and the latest evolution in the P&O Cruises experience, embodying the newest trends in travel, dining and entertainment to offer varied and contemporary holidays. The ship boasts a unique SkyDome with a retractable glass roof and 16 guest decks, and will feature the first Altitude Skywalk high ropes experience, the tropical-themed Altitude Minigolf, the Altitude Splash Valley aquazone, an outdoor Sports Arena, swim-up bar and infinity pool. It will also offer guests several new dining options such as Green & Co feat. Mizuhana, Ocean Studios cinema, extensive shopping, and the Oasis Spa and Health Club.

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

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