



## Costa Cruises Presents The New Capsule Collection Created Together With The Slam Brand

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*An exclusive men's-women's casual collection, specially designed by SLAM for guests of the Italian company, available only in the onboard stores of the Costa fleet.*

Genoa, 18 February 2016 – At the same time as the start of Milan Fashion Week, **Costa Cruises** announces the launch of the **new clothing & accessories “capsule collection”** created together with **SLAM**, a traditional Genoese brand with nautical roots that specialises in technical clothing and sportswear and available exclusively in the onboard stores of **Costa** ships.

The collection is inspired by the colours of the **sea**, beginning obviously with **blue**, which is also the distinctive colour of the Costa “C” painted on the stack of the cruise company's ships. This casual line blends Italian design with quality technical materials, for an unmistakeable style that evokes sea voyages but that's also perfect for leisure time in the city. Each item is personalised with the logos of Costa and SLAM, **Genoese companies that are the icons of Italian excellence** around the world.

The collection includes men's and women's garments as well as accessories. In the men's collection one of the most distinctive items is a comfortable and extremely lightweight navy blue **windjacket**, made with nylon and padded with Primaloft®, a real must for those who love practical clothing without giving up style. In addition to this outerwear, other proposals include stupendous **polo shirts** for men and women in Techno piquet, a very light technical fabric and ideal for everyone who loves outdoor activities, because it's resistant to UV rays, easy to wash and needs no ironing. Men's models are available in two versions, a basic version available in yellow, blue and navy blue, and another with nautical details, like the geographic coordinates of Genoa – the headquarters of both Costa Cruises and SLAM. Instead, women's polo shirts are proposed in basic blue and pink, and as a more carefree model in white and sleeveless, with an elegant white and blue striped collar. For women the line also includes a white **sweater** with blue stripes, similar to the classic nautical style, and cotton **T-shirts** in blue, pink and white.

For those who want to add an original and trendy item to their wardrobe the new Costa and SLAM **sweatshirts and hoodies**, in comfortable Jersey cotton, is an absolute must: the men's collection includes two models, with and without a hood, respectively in grey and blue, and both with handy pockets, while the women's collection proposes a blue model with hood, embellished by a romantic printed heart in the front, and the perfect match with comfy jogging pants with drawcord, which are also part of the collection.

The collection, which has been designed to fully satisfy the needs of Costa guests and to be their constant partners **every moment of their cruise vacation**, both on board and during shore excursions, is also ideal for diving into the exciting adventure of each and every voyage with style and comfort. In fact, the collection also includes a **practical trolley in strong Cordura nylon, two types of back-packs and bags, and an iPad case** for those who just can't do without their tablet.

SLAM garments are designed in Genoa and internationally recognised for their technical characteristics and extreme attention to detail. Thanks to the partnership with Costa, the large number of people who, from all parts of the globe, come on board to enjoy a Costa cruise every single day will have the chance to become more familiar with the value and legacy of this historical Italian brand.