



Seabourn Releases New Video of Designer Adam D. Tihany Discussing His Vision for Seabourn Encore

April 21, 2015

SEATTLE, April 21, 2015 - The design icon behind the newest addition to the Seabourn fleet, Seabourn Encore, shares his vision in a new video released by the award-winning ultra-luxury cruise line. Designer Adam D. Tihany discusses the modern design elements he has fashioned to greet guests of Seabourn Encore, the line's new ship scheduled to launch in late 2016.

The promotional video, hosted by Ralph Grizzle of The Avid Cruiser, introduces Tihany in his New York City studio, where he and his team have designed some of the world's most beautiful and striking luxury hotels, such as South Africa's One & Only Cape Town resort, Mandarin Oriental Las Vegas, The Beverly Hills Hotel, The Breakers in Palm Beach and Hotel Cipriani in Venice.

Tihany reveals that while much of his work has been for high-end hotels and restaurants, his "dream" has been to design a ship for a luxury cruise line. "Seabourn was the perfect scale for what I do. I am designing the ship to feel more like a luxury yacht," he says. Tihany goes on to reveal some of the design elements and concepts on Seabourn Encore that will create a very upscale, inviting atmosphere with high end finishings and custom materials.

Asked by interviewer Grizzle what Seabourn Encore will mean for competitors in the luxury segment, Tihany's confidence is clear:

"Well I think we're just going to blow them away," he says with a laugh. "I think we're going to be the most beautiful ship at sea, and there's not going to be any question in anybody's mind if they want to take a luxury cruise that Seabourn is the choice."

Seabourn Encore will launch from Athens in December 2016 and make its inaugural voyage from Singapore starting January 7, 2017. The video of Adam D. Tihany is now available for viewing here.

To follow the progress of Seabourn Encore, please visit the ship's dedicated microsite:

<http://encore.seabourn.com>. Filled with imagery, details and updates on the ship's progress, including "sunsets until launch," the microsite offers an inside look at the most exciting Seabourn launch in years. Additional details, news and images will be revealed on the site on an ongoing basis.

For more details about the award-winning Seabourn fleet, or to explore the worldwide selection of Seabourn cruising options, contact a professional travel advisor, call Seabourn at 1-800-929-9391 or visit

www.seabourn.com

Click to Tweet: Just Released: @SeabournCruise releases video of @tihanydesign discussing his work for the new #SeabournEncore arriving late 2016.

For more information:

Irene Lui

(206) 626-9122 or ilui@seabourn.com

or

Ashley Fenton

Hawkins International Public Relations

(212) 255-6541 or Ashley@hawkpr.com