



So Much More In Store! Carnival Panorama Features Largest Retail Collection In The Fleet

December 18, 2019

MIAMI (Dec. 18, 2019) – After a successful debut in Long Beach, Calif. last week, Carnival Cruise Line revealed that [Carnival Panorama](#) features the largest retail collection in its fleet.

Among the new offerings is the line's most expansive beauty footprint at sea with interactive hands-on events, mini-makeovers and beauty workshops such as smoky eye tutorials and contouring classes as well as a shop dedicated to the launch of the line's reimagined and fashion-forward logo merchandise collection.

"We are thrilled to launch our most fun shopping experience in the fleet onboard Carnival Panorama. We've partnered with brands that our guests love and have introduced new brands that are sure to become Carnival fan favorites," said William Butler, vice president of retail services for Carnival Cruise Line. "Our Panorama retail experience allows our guests to Choose Fun however they want whether it's sporting a new beauty brand or fun designs from our new logo apparel assortment."

At the new 'Beauty Bar' on Deck 5, beauty specialists guide guests as they indulge in the best makeover experiences at sea – perfect for a night on board or a special occasion. The Beauty Bar features an assortment of top skincare, cosmetics and fragrance brands including Urban Decay, Dior, Estée Lauder, and Clinique, among others.

Other onboard retail offerings include the largest Effy jewelry assortment in the fleet with exclusive Carnival Panorama pieces and a first-ever Carnival-branded inaugural collection; Carnival's most expansive watch assortment with fine and fashion timepieces; terrific branded shop experiences with John Hardy and Swarovski; along with retail items connected to the Pixels Photo Gallery experience and shore excursions from Carnival Adventures.

Carnival Panorama's new logo collection includes hundreds of exclusive items that combine fashionable designs and patterns with fun and reimagined takes on the line's signature red, white and blue winged funnel and "Choose Fun" tag line. The line partnered with artists to further expand the assortment, giving guests a unique take on souvenir items that evoke special memories from their Carnival cruise experiences.

The assortment features nearly 100 items as part of a Carnival Panorama inaugural retail collection, a "California Collection" with designs inspired by the Golden State and all of the classic logo items that guests know and love.

"For this collection, we listened to our guests who are spirited ambassadors of the brand and pushed our prior design boundaries to create an incredible assortment of lifestyle-based logo options that put the fun in FUNction and fashion," said Butler.

Carnival Panorama is also home to the largest Cherry on Top in the fleet offering more than just tempting treats. In addition to the line's widest candy assortment with 120 kinds of bulk candy, the "sweetest spot on board" also offers a host of new novelty products including a whimsical Dr. Seuss at Sea collection in collaboration with longtime partner Dr. Seuss Enterprises.

Carnival Panorama began year-round seven-day Mexican Riviera cruises on Dec. 14, 2019, with stops in Cabo San Lucas, Mazatlan and Puerto Vallarta.

To learn more about Carnival Cruise Line, visit [Carnival.com](https://carnival.com). For reservations, contact any travel agent or call 1-800-CARNIVAL. Carnival can also be found on: [Facebook](https://www.facebook.com/carnival), [Instagram](https://www.instagram.com/carnival), [Twitter](https://twitter.com/carnival) and [YouTube](https://www.youtube.com/carnival).

Journalists also can visit Carnival's media site, carnival-news.com or follow the line's PR department on Twitter at twitter.com/CarnivalPR.

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About Carnival Cruise Line

Carnival Cruise Line, part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 27 ships operating two- to 24-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Europe, Australia, New Zealand, and the Pacific Islands. The line currently has two new ships scheduled for delivery – *Mardi Gras* in 2020 and an as-yet-unnamed ship in 2022. Carnival Cruise Line is certified as a [Great Place to Work](https://www.greatplacetowork.com).

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