

MSC Cruises details retail on World America vessel

**MSC Cruises has shared the details of the shops onboard its new flagship, MSC World America, which boasts the company's most expansive retail offering to date, stretching 1,000 sqm.**

The official naming ceremony for MSC World America is taking place on 9 April, with the ship departing for her first sailing on 12 April for an inaugural season sailing from Port Miami, offering alternating seven-night Eastern and Western Caribbean itineraries with stops in Puerto Plata, Dominican Republic; San Juan, Puerto Rico; Costa Maya and Cozumel, Mexico; and Isla de Roatan, Honduras.

The dynamic shopping space features a nine shops and boutiques spanning fashion, liquor, luxury watches, jewellery, perfumes, electronics and souvenirs.

Included in the mix is a TimeVallée luxury watch multi-brand retail concept – the third in the fleet – giving guests the chance to shop a curated portfolio of seven prestigious watch brands (Baume & Mercier, Cartier, Chopard, Hublot, IWC, Panerai, Tag Heuer) along with a range of experiences and services.

Brand-new concepts include the company's debut luxury pre-loved accessories store and a Bulova pop-up, located in the World Galleria, which showcases a wide range of watches from the brand.



**Left: MSC Cruises Head of Retail Suzanne Mahoney. Right: MSC World America.**



**MSC World America will stop at Ocean Cay MSC Marine Reserve, MSC Cruises' private island in The Bahamas.**

"We are incredibly proud to be welcoming MSC World America into our fleet in April, where she'll set sail

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from our brand-new, state-of-the-art terminal at Port Miami, the largest cruise terminal in the world,” MSC Cruises Head of Retail Suzanne Mahoney told TRBusiness.

“Launching MSC World America is a significant milestone for us, as she’ll be MSC Cruises’ most innovative ship to serve the North American market and underscores our commitment to the region.

“She’ll bring with her re-imagined venues and concepts tailored specifically to US market and is all about blending MSC Cruise’s signature European style with American comfort.”

The ship is the first from the company to feature seven distinct districts.

“Combining different shopping experiences, bars, restaurants, entertainment and leisure facilities, each district will boast its own unique atmosphere,” explained Mahoney.

“These meet the needs, moods and desires of every type of traveller throughout their time on board.

“MSC World America will have something for everyone, and we can’t wait for guests to experience it for themselves.”



**MSC World America will feature a vibrant World Galleria shopping emporium (seen here is the World Galleria onboard MSC World Europa).**

The pre-loved luxury accessories concept, Luxury at Sea, is situated within the Luxury Accessories shop onboard, and offers pre-owned items from brands such as Hermès, Chanel, Dior & Louis Vuitton.

Another highlight is the at-sea debut of Sif Jakobs Lab-Grown Diamonds, which can be found in the Shopping Gallery, presenting the brand’s 14k gold and lab-grown diamond collection.

There’s also an Omega Shop, the fourth single-brand boutique in MSC Cruises’ fleet, as well as the multi-brand World of Jewels boutique, home to pieces from brands including Chopard, Messika and RF Jewels.

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This is in addition to an Effy Jewellery store, the aforementioned 364 sqm Shopping Gallery area offering a variety of products and experiences, and an MSC Shop showcasing exclusively branded MSC Cruises and MSC World America merchandise.

The retail proposition has, of course, been carefully curated to suit the passenger profile of the ship.

“MSC World America is specially designed with the North American guest in mind, featuring unique restaurants, bars, and retail to provide our guests with a truly memorable cruise experience,” said Mahoney.

A key driver to piecing together the offering has been making sure there is something for guests of all ages and that the shopping experience feels tailored.

“Through strong brand partnerships, MSC Cruises ensures exclusive products and engaging activations are available to guests,” said Mahoney.

“These offerings include collaborations with other departments such as our family and entertainment teams and food and beverage departments, integrating retail with the broader cruise experience.

“The goal is to make retail an engaging part of the journey, providing guests with a variety of options while ensuring that shopping becomes an enjoyable aspect of their holiday.



**MSC World America will have an MSC Shop (as seen here on MSC World Europa) showcasing a wide range of exclusively branded MSC Cruises and MSC World America merchandise for passengers to take home as souvenirs or gifts.**

The exclusive MSC Cruises products and co-branded items, include products such as Formula 1 merchandise and Paul Hewitt Jewellery. It's giving the company plenty to shout about when it comes to key messaging.

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“Our retail strategy focuses on an integrated marketing campaign,” explained Mahoney.

“This involves collaboration between the retail teams and various departments onboard, such as spa and theatre and more.

“Additionally, events and promotions are strategically timed to complement onboard entertainment, like the White Night Party, creating an atmosphere where shopping feels like a natural part of the overall experience.

“Personalisation is also key in driving engagement,” she continued.

“Invitations based on guests past preferences and sailing history are sent out, offering exclusive invites to events such as fine watch and jewellery previews, makeup consultations, and other special events.

“These efforts are designed to enhance the overall guest experience and make retail feel more personal and interactive.”

Pop-up live exhibits will also be a key feature onboard.

“For the launch, there will be an exciting activation with Bulova, a key sponsor, positioned in the main galleria to create buzz,” said Mahoney.

“Over the course of the year, the programme of pop-up events will evolve, featuring more brand partners and engaging experiences.

“This concept of retail pop-up events allows for dynamic, ever-changing experiences that keep passengers engaged and excited about whats next, further integrating the shopping experience with the overall adventure onboard.”



**The MSC World America Shopping Gallery will stretch 364 sqm (seen here is the Shopping Gallery**

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**onboard MSC World Europa).**

All MSC World America sailings include a visit to Ocean Cay MSC Marine Reserve, MSC Cruises' private island in The Bahamas which promises a distinctive retail experience in itself.

"In collaboration with My Ocean, a local Bahamian partner, and exclusive Ocean Cay and MSC Foundation products, there will be plenty of gifts and souvenirs to take home among other retail items," said Mahoney.

"With five different retail spaces and a friendly, well-trained team, we hope to enhance the guests' island experience.

"One of the standout features of the retail experience is the MSC Foundation merchandise. This exclusive line of products is designed to support and reflect the ethos of the MSC Foundation, which focuses on ocean conservation and serves to raise awareness.

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*Main image credit: MSC Cruises SA.*

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