



FOR IMMEDIATE RELEASE

CRYSTAL SERENITY TO UNDERGO MAJOR REDESIGN IN MAY

LOS ANGELES, February 9, 2011 – While Crystal Cruises’ ocean resorts have racked up countless awards since entering service, the ultra-luxury line has never been one to rest on its laurels. This spring, Crystal will be spending \$25+ million dollars to keep its largest ship, Crystal Serenity, on the cutting edge of luxury style.

More than 400 expert technicians flown from around the world, working round the clock for just 14 days, are scheduled for the massive redesign of her 531 Deluxe Staterooms, Penthouses and Penthouse Suites; retail centers; expansive outdoor pool deck and other design projects during a May 8-22 dry dock at Hamburg’s Blohm + Voss shipyard.

“In the past two years, we have invested well over \$50 million in our ships,” says Gregg Michel, president, Crystal Cruises. “Our guests can look forward to dazzling new spaces, which will serve as a stunning backdrop to the incomparable service and choices that always characterizes a Crystal vacation.”

Interior designer, Keith Rushbrook, principal at the Toronto-based II BY IV Design Associates, summarizes the vision: “We wanted modern classic elegance. We wanted Fifth Avenue – crème de la crème New York-inspired living and retail spaces that people love and look forward to spending time in.”

New Deluxe Stateroom and Penthouse Accommodation Décor

All of Crystal Serenity’s Deluxe Outside Staterooms, Penthouses, and Penthouse Suites will sport new, floor-to-ceiling tufted headboards, bedside cabinets, wallpaper, sofas, curtains, pillows, and custom carpets in contemporary lines and classic stone, silk, velvet, leather, and crisp linen textures. New modern lighting features and electronic “do not disturb” and doorbell system will allow guests greater personalization of their home-away-from-home.

New Shops

Serenity’s retail shops will receive a similar, sophisticated metamorphosis. The *Facets* fine jewelry store will mirror a jewelry box, with mother-of-pearl feature wall, beveled chrome vitrines, and new, private sales area. The *Apropos* boutique will become three-shops-in-one, with a flagship Christian Dior cosmetic/skincare area showcased amongst rich Zebrano wood and herringbone rosewood, arresting black-plum-magenta carpeting, and tufted leather seating.

New Chic Pool Deck



Inspired by Crystal Symphony's recent transformation, the Seahorse Pool teak deck will be refashioned with circular pod beds, plush sofa groups, and lounge chairs in a kaleidoscope of lime green, azure, and mango.

New Lighting and Furniture

The corridors throughout the ship will be transformed with new, custom carpeting, inspiring artwork, and mood lighting. Dramatic new lighting will also be installed in the Crystal Dining Room, as will new furniture on all stateroom verandahs.

Following the dry dock, Crystal Serenity will embark on a series of Baltic, North Cape and British Isles cruises before heading to the Mediterranean for late summer and fall cruise series, where guests cannot only enjoy the resort's new look but exceptional value with verandah savings and a new fall fare sale.

Crystal Cruises' ethos of warm and friendly attentiveness, proffered by top-trained service staff from around the world, has earned the line a reputation for elevating hospitality to an art form. With no guest request left untended, Crystal Cruises has been the perfect choice for luxury travelers for over two decades.

For more information and Crystal reservations, contact **Pierre Yves Canton**, call +377-97-702-560, or visit <http://www.thecruisecompany.mc/>

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