



Australia's Favourite Jewellery PANDORA Charms with First Stores at Sea on P&O Cruises

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P&O Cruises is ramping up the glamour onboard its ships, announcing a partnership with one of the world's best known jewellery brands, PANDORA, which will see it launch five PANDORA outlets across its fleet.

The move will give hundreds of thousands of Australian cruisers the chance to buy PANDORA's stylish jewellery pieces at duty-free prices at sea.

Sold in more than 90 countries around the world, PANDORA enjoys a huge following in Australia, which is one of the biggest markets for its range of hand finished and modern jewellery, including its famous collectable charms.

The first store will open on Pacific Jewel in June, with four more outlets to be added to P&O Cruises' five-ship fleet over the coming months, including the cruise line's latest ships, Pacific Aria and Pacific Eden.

P&O Cruises Senior Vice President Sture Myrmell said the cruise line was thrilled to partner with PANDORA.

"PANDORA is a brand that's known and loved around the world and we think it will be a huge hit with our guests who'll love the chance to buy the jewellery as a gift or a keepsake during their holiday," Mr Myrmell said.

Mr Myrmell said the cruise line expected the jewellery maker's charms, including those more travel inspired charms, to be particularly sought after.

"Our ships will be the only locations outside airports to sell PANDORA at duty-free prices, so this is quite a coup for us."

PANDORA VP of Travel Retail Mr Julian Mullins said the PANDORA partnership with P&O Cruises was a perfect match.

"Just like P&O Cruises, PANDORA offers affordable luxury and we think our new stores at sea will be incredibly popular with the cruise line's guests," Mr Mullins said.

The addition of the PANDORA stores forms part of a new era of cruising for P&O Cruises, as the cruise line redefines modern Australian cruising across its expanded five ship fleet.

For more information visit www.pocruises.com.au.

ABOUT P&O CRUISES

P&O Cruises Australia leads the way in cruising as Australasia's only 'home brand' and its favourite cruise line. P&O Cruises has been sailing the region for more than 80 years, and has pioneered new destinations around Australia, the Pacific and Asia including Papua New Guinea, as reported in the New York Times' 52 top destinations for 2015. On November 25, 2015, P&O Cruises will welcome two additional ships to its current three-ship fleet becoming the nation's largest cruise line with five ships cruising from eight home ports in Australia, New Zealand and Singapore. The addition of Pacific Aria and Pacific Eden has paved the way for exciting new cruise options including deployments from every mainland state in Australia and an extended deployment from Auckland. The pair herald a new era for P&O Cruises, as reflected in its new brand repositioning - P&O Cruises, Like no Place on Earth.

ABOUT PANDORA

PANDORA designs, manufactures and markets hand-finished and modern jewellery made from genuine metals at affordable prices. PANDORA jewellery is sold in more than 90 countries on six continents through approximately 9,900 points of sale, including more than 1,400 concept stores. Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs more than 11,400 people worldwide of whom approximately 7,900 are located in Gemopolis, Thailand, where the company manufactures its jewellery.

For more information, please visit www.pandora.net.