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EXPLORA JOURNEYS UNVEILS FIRST-EVER BUCCELLATI JEWELLERY BOUTIQUE AT SEA ON EXPLORA II



Geneva, Switzerland, 28 August, 2024 – Explora Journeys announced today the highly anticipated opening of the exclusive Buccellati boutique on board EXPLORA II. This luxurious boutique, the first of its kind at sea, offers guests an unparalleled opportunity to discover and acquire Buccellati's exquisite jewellery.

The collaboration between Explora Journeys and Buccellati represents a harmonious union of two brands dedicated to providing the pinnacle of luxury and sophistication. EXPLORA II, a ship that epitomises elegance at sea, found a perfect partner in Buccellati, a beacon of Italian artistry and heritage. Renowned for its meticulous craftsmanship and revival of ancient goldsmithing techniques, Buccellati has been a symbol of Italian excellence for over a century.

Founded in Milan by Mario Buccellati and nurtured on the creative direction by his descendants Gianmaria and Andrea, Buccellati is celebrated for creating masterpieces that are not merely jewellery but works of art. Each piece encapsulates the brand's dedication to tradition, innovation, and timeless beauty, making the brand a fitting choice for EXPLORA II's luxurious setting.

Koray Savas, Vice-President Hotel Operations Explora Journeys, comments: *"The opening of Buccellati's boutique on EXPLORA II represents a significant milestone in our commitment to luxury and*



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refinement. Both Buccellati and Explora Journeys share a dedication to elegance, creativity, and cultural enrichment. This partnership not only enhances the shopping experience on board but also enriches the cultural and artistic ambiance of EXPLORA II, inviting guests to immerse themselves in the world of fine Italian craftsmanship.”

At the Buccellati boutique on board EXPLORA II guests can discover and purchase some of the world’s most coveted jewelry. The selection of Buccellati as the exclusive jewelry boutique on EXPLORA II underscores the ship’s commitment to providing an exceptional luxury experience.

Guests will find the Opera Tulle collection, which elegantly combines ancient goldsmithing techniques with modern sophistication, combining semi-precious stones and enamels. The Macri collection, inspired by Maria Cristina Buccellati, Communication Director and daughter of Gianmaria, features richly textured gold and diamond pieces, showcasing intricate engravings and elegant bombé elements. The Blossoms collection by Lucrezia Buccellati offers jewellery inspired by floral designs. Expanding this theme, the Blossoms Colour collection introduces vibrant semi-precious stones and gold-plated bezels, incorporating colourful stones and brown diamonds into pendants and bracelets.

The Buccellati boutique will be available to guests aboard EXPLORA II starting from her maiden journey on 16 September 2024, departing from Civitavecchia, Italy.

On board EXPLORA II, guests can expect an unparalleled shopping experience where luxury meets elegance, with exclusive boutiques featuring iconic brands. Each brand, celebrated for its exceptional craftsmanship, offers the finest timepieces and jewellery, perfectly embodying Explora Journeys' European heritage and dedication to excellence. Complementing the luxury boutiques, 'The Journey' offers guests a curated shopping experience with a unique collection of over 30 of the finest artisanal brands, all sharing a commitment to caring for people and the planet.

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About Explora Journeys

Explora Journeys is the privately-owned luxury lifestyle brand of the MSC Group, headquartered in Geneva, Switzerland, created at the heart of Swiss luxury hospitality. The brand stems from the long-held vision to redefine the ocean experience for a new generation of discerning luxury travellers, drawing on the Aponte family’s 300 years of maritime heritage. The brand’s aspiration is to create a unique ‘Ocean State of Mind’ by connecting guests with the sea, with themselves, and like-minded others, while remarkable itineraries blend renowned destinations with lesser-travelled ports, for a journey that inspires discovery in all its forms.

A fleet of six luxury ships will be launched from 2023 to 2028, starting with EXPLORA I’s delivery that took place on 24 July 2023. Equipped with the latest environmental and marine technologies, Explora Journeys introduces a new style of transformative ocean travel. EXPLORA I offers 461 oceanfront suites, penthouses and residences designed to be ‘Homes at Sea’ for guests, all with sweeping ocean views, private terrace, a choice of eleven distinct culinary experiences across six vibrant restaurants plus in-suite dining, Chef’s Kitchen, twelve bars and lounges (eight indoor and four outdoor), four swimming pools, extensive outdoor



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decks with 64 private cabanas, wellness facilities, and refined entertainment. Inspired by the company's European heritage, Explora Journeys will provide guests with an immersive ocean experience and respectful and intuitive hospitality.

EXPLORA II will come into service in September 2024. EXPLORA III will come into service in 2026 and EXPLORA IV in 2027 with both ships being LNG-powered. EXPLORA V and EXPLORA VI will enter service in 2027 and 2028, respectively.

To learn more about Explora Journeys, visit explorajourneys.com or follow us on [Instagram](#), [Twitter](#), [Facebook](#) and [LinkedIn](#).

About Buccellati

Buccellati is a renowned high-jewelry brand, admired for its craftsmanship and the uniqueness of its creations. Distinctive is the use of rare stones with extraordinary colors, mixed with white and yellow gold, all nicely carved like laces. Today, the Buccellati jewels stand out for their design and for the techniques used to create them, such as the hand-engraving technique, dating back to the ancient goldsmithing traditions of the Italian “bottega” during the Renaissance times. The shapes of the collections are all inspired the historical archive drawings and by the very first creations of the founder, Mario Buccellati. Today, the Maison is 100% owned by Richemont, but the Buccellati family is still present in the company with top level managerial functions. Buccellati boutiques are present in the most important cities and in the most prestigious Malls of the world.