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## Enhanced Shopping Experience for Fred. Olsen's Braemar

Fred. Olsen Cruise Lines' has created an upmarket new Fine Jewellery shop on board its Braemar cruise ship. The new stylish boutique, in the location of the former Port Shop, on Deck 5, Lounge Deck, sells some stunning fine jewellery, including pearls, some wonderful pieces from Clogau Welsh Gold, and an extensive range of coloured gemstones, as well as watches, from prestigious labels such as Fossil, Guess and DKNY.

In addition, Braemar has a new, enhanced Port Shop on board, situated on Deck 7, Bridge Deck, aft, close to the Skylark Club, in the location of the former Games Room. It sells a range of useful items – toiletries, gifts, confectionery, books, postcards, and all kinds of other cruise essentials, in a larger and more pleasant environment.

Fred. Olsen Cruise Lines' Marketing Director, Nigel Lingard, said:  
“We know that onboard shopping is a popular pastime with our guests, and I am very pleased that we now have a very stylish, new Fine Jewellery outlet, and a larger and better stocked Port Shop, aboard Braemar. All luxury goods bought at sea are competitively priced, and are very popular with guests, either for themselves, or as gifts to take home.”

Neil Harding of Harding Brothers, which operates the shops on board Fred. Olsen cruise ships, said:

“By relocating Fine Jewellery and Watches in its own retail space, we have been able to offer a much broader range of brands and styles. We have also brought in a trained Jeweller, who will be able to give guests all the product information they require, and run informative product seminars which make the whole buying experience far more meaningful and fun!

“It has also enabled us to improve the Main Store, with a more extensive range of Fashion Apparel and Costume Jewellery, both of which are always very popular with guests.”

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Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

## Contacts



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