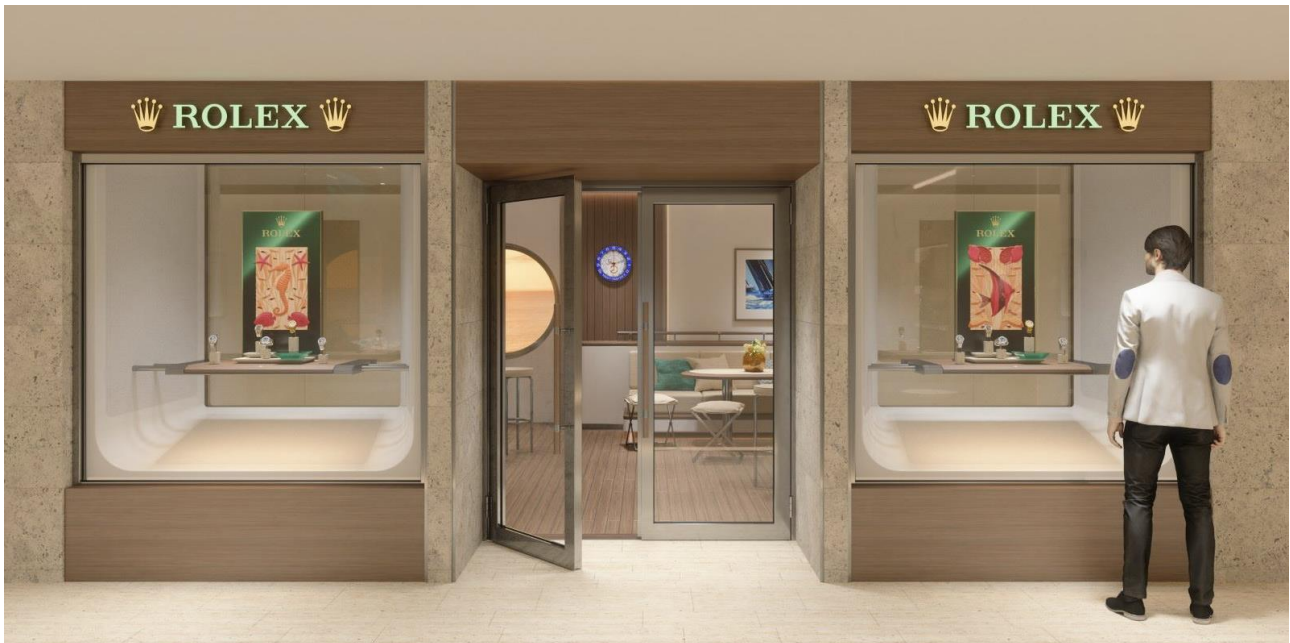




## **EXPLORA JOURNEYS ANNOUNCES THE OPENING OF THE WORLD'S FIRST ROLEX BOUTIQUE AT SEA ON EXPLORA I**



**Geneva, Switzerland, 5 June 2023:** Explora Journeys, the luxury lifestyle brand of the MSC Group, is proud to announce the first-ever Rolex boutique on board a ship. While enjoying the ultimate in luxury travel, guests aboard EXPLORA I will have the opportunity to purchase some of the world's most iconic timepieces by Rolex at a boutique entirely dedicated to the Swiss luxury watchmaker.

The new 'Rolex at sea mono brand store' offers travellers an unparalleled shopping experience. Its elegant design aesthetic is an invitation to browse an extensive range of models and styles.

Rolex is internationally recognised for its pre-eminent watchmaking expertise and the unique quality of its craftsmanship. The Oyster Perpetual watches, all 'Superlative Chronometer' certified for their precision, performance and reliability, are symbols of excellence, elegance and prestige. For over a century, Rolex watches have accompanied explorers and achievers around the world, from the top of the highest mountains to the deepest reaches of the ocean.

**Michael Ungerer, CEO Explora Journeys,** comments: *"We are elated to be partnering with Rolex, a like-minded Geneva based Swiss luxury brand that very much shares our values and our long-term sustainable vision. It enables us to offer our discerning travellers the opportunity to purchase Rolex watches while sailing*



# Explora

## JOURNEYS

*on board EXPLORA I. We believe that this new retail location will be a must-visit destination for anyone looking to add a touch of luxury to their journey experience.”*

The new Rolex boutique will be operated by knowledgeable and experienced hosts trained by Rolex. They will offer a curated shopping experience and be available to assist discerning travellers with their purchases while managing the allocation of watches per suite.

The store will open on board EXPLORA I on 17 July 2023, and will be available exclusively to Explora Journeys guest.

**- ENDS -**

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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 owners' long-held vision to redefine the ocean experience for a new generation of discerning luxury travellers, drawing on the 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 people, while remarkable itineraries will blend renowned destinations with lesser-travelled ports, for a journey that inspires discovery in all its forms.

A fleet of up to six ships, two of which are under construction, will be launched from 2023 to 2028. Equipped with the latest environmental and marine technologies, Explora Journeys will introduce a new style of transformative ocean travel. EXPLORA I offers 461 oceanfront suites, penthouses and residences designed to be 'Homes at Sea' for our guests, all with sweeping ocean views, private terrace, a choice of eleven distinct culinary experiences, across six vibrant restaurants plus in-suite dining, twelve bars and lounges, (eight indoor and four outdoor) Chef's Kitchen, four swimming pools, extensive outdoor decks with private cabanas, wellness facilities, and refined entertainment. Inspired by the company's European heritage, Explora Journeys will provide guests with an immersive ocean experience respectful and intuitive hospitality.

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