

CRYSTAL

DESIGN, DÉCOR AND DELUXE AMENITIES AWAIT ONBOARD THE REIMAGINED CRYSTAL

Blending Classic and Modern Design Elements with a Dash of Mediterranean Influence, Global Partners Collaborate to Drape Ships in an Aesthetic Reflection of Crystal's Exceptional Style

MIAMI – July 6, 2023 - As Crystal prepares for its anticipated unveiling this summer, *Crystal Serenity* and *Crystal Symphony* will introduce lavish design concepts in collaboration with the finest international partners. From redesigned public spaces and modern guest rooms and suites to refined in-room amenities and exclusive linens designed for royalty, the new Crystal experience is a feast for the eyes with elevated touchpoints throughout.

“As we welcome guests back to Crystal, we are delighted to unveil a look and feel that blends the best of its renowned past with a new vision fit for a bright future ahead,” said Chief Executive Officer of A&K Travel Group, Cristina Levis. “Fresh colors, unique textures and first-class tangible elements create an ambiance that evokes timeless moments of leisure and will leave guests with memories that will last a lifetime.”

Tillberg Design

[Tillberg Design of Sweden \(TDoS\)](#) was chosen as the lead designer of *Crystal Serenity* and *Crystal Symphony* with projects encompassing public spaces, dining venues, as well as the recently announced Aurōra Spa. TDoS was tasked with creating spaces that blended classical elements and modern materials with a dash of Mediterranean influence. The resulting design was a refined and lasting concept that exemplifies contemporary and sophisticated layers within a refreshed setting.

“We are delighted to once again receive the trust from Crystal, this time with a studious and sophisticated renewal of the brand and its rich heritage,” says TDoS Partner & Executive Director Fredrik Johansson. “We are working closely with Crystal management to ensure that their iconic fleet stays top-rated by the guests and profitable for the owners.”

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GEM - Design for Cruise Ships

For the redesign of select guest rooms and suites, Crystal enlisted leading cruise ship architectural firm, [GEM](#). The new concept features neutral tones and high-end fixtures complemented with subtle hues of pastel colors and shades of gray and beige that resonate with the color of the ocean.

"It was a pleasure to spearhead the design of select guest rooms and suites for Crystal. Our vision was to create a refined space for guests that embodies an ambiance of contemporary and classic elements, while complementing the already existing collection of adored accommodations," said Managing Director of GEM Lorenzo Mortola. "Our main goal was to merge smaller sized guestrooms into larger suites that offer a separate living room and bedroom areas, large bathrooms with a walk-in shower and double faucets and sinks. With more space, guests will have all the functions expected on a high-end cruise, while offering the best comforts of home."

With *Crystal Serenity* and *Crystal Symphony* guestrooms and suites accommodating a 740 and 606 guest capacity respectively, travelers can choose between various rooming options—some with spacious verandas—whose extensive renovations have reduced overall guest capacity in pursuit of maximizing in-room relaxation. Both ships will also include two new guest room categories – the Jr. Crystal Penthouse Suite and Single Guest Room with Ocean View as an option for solo travelers without the worry of paying additional single supplements. These new categories will also increase the availability of the popular Sapphire Suite category.

Every component of the redesign was carefully considered. The project architect, Adriana Granato, an Adjunct Professor of Architecture at Politecnico di Milano, and of Studio Ibsen, led the team that illustrated all renderings of the new guestrooms and suites. She personally traveled to a quarry in the Italian Alps to choose the *Fior di Pesco* marble slabs, also known as peach flower, for its precious veins of peach shade that give the stone the name.

"To be part of this unprecedented comeback and refurbishment of such an iconic brand is such an honor," said Granato. "I am so excited to see the renderings come to life when *Crystal Serenity* and *Crystal Symphony* take to the water. I know the guests are going to love everything about them."

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Jesurum 1870 Linens

Suites will offer the highest quality linen with a custom-made collection of bedding from [Jesurum 1870](#). For more than 150 years, the Italian-based Jesurum has woven the most exclusive linens, originally created for private residents, mega yachts and royal families. Crystal is the first in the industry to collaborate and work exclusively with the Venice-born brand whose familial brand ethos is motivated by dedication and innovation. Guests residing in the Aquamarine categories and above can expect an enhanced night's rest with the 100 percent made-in-Italy products of the bespoke Carol collection that offers an undulating, ogee-inspired border in gorgeous embroidery and was selected due to its resemblance to Crystal's logo.

"We are honored to have been chosen from Crystal for this project and are proud to be part of their new journey," said Paola Cimolai, CEO of Jesurum 1870. "The eloquent accommodations combined with our delicate bed linens will be sure to offer the perfect night's sleep to Crystal guests."

La Bottega Amenities

In collaboration with [La Bottega](#), a renowned hospitality curator for in-room amenities, [Ortigia](#) was tapped to supply soap and fragrance products onboard. Founded in Sicily, Ortigia's products are indigenous to its motherland and inspired by the scents and elements of Italy's tropical region. Soft and delicate, the bath and shower experience will transport guests to a field of Sicilian spring wildflowers and offers notes of narcissus, wild iris, and jasmine.

"I worked with Ortigia in a previous role, and I am so in love with the brand that I had to bring it onboard our Crystal ships," added Levis. "We are also working on a second alternative line that will be available in 2024."

Planned voyages will travel throughout the Mediterranean, Northern Europe, Canada and New England, Alaska, the Caribbean, through the Panama Canal, the Middle East, Asia, Australia and New Zealand.

Book one of the exceptional itineraries by contacting your travel advisor, visiting crystalcruises.com or calling 1-888-617-0110.

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About Crystal

For more than three decades Crystal has been synonymous with exceptional, award-winning voyages. In 2022 A&K Travel Group acquired the Crystal brand and its two vessels, *Crystal Serenity* and *Crystal Symphony*, ushering in a new era of Exceptional at Sea. The globally renowned cruise line offers discerning travelers' industry-leading, authentic, and enriching experiences both onshore and at sea. Crystal's pioneering partnership with Abercrombie & Kent provides guests with unparalleled access to the most sought-after experiences, destinations, and the latest cultural makers around the world. The reimagined ships will boast larger, updated suites with artisanal finishes, new cutting-edge wellness offerings, spectacular entertainment, and complimentary world-class dining - including the return of UMI UMA - the only dining experience by Michelin-Star Chef Master Chef Nobuyuki (Nobu) at sea. With a legacy of unrivaled service and commitment to sophistication and elegance at every touchpoint, once on-board passengers feel as if they are perfectly at home.

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About Tillberg Design

Tillberg Design of Sweden (TDoS) has long been one of the major players in cruising design since founder Robert Tillberg made the ocean liner and cruiser Kungsholm a showcase of bespoke Scandinavian style in 1964. Today TDoS specializes in design concepts for cruise ships and yachts, while also providing graphic design and branding for a variety of clientele. Lightness and luminosity of spaces is a trademark of TDoS, all in all with a purposeful Scandinavian design that is firmly grounded in history, and with a future-proof timelessness.

The Viken Group includes Tillberg Design of Sweden, Hot Lab and Thalia Marine. It has been established to gather leading and passionate companies, with similar ideas and business ethics, under one umbrella. This enables it to provide a full range of completely aligned and comprehensive design, naval architecture and project management services. All these proficiencies will be available to both cruise line and yacht clients, as well as to customers within hotel, resorts and private island developments.

About GEM - Design for Cruise Ships

GEM is a leading architectural firm specializing in cruise ship design and production management which name is based on the initials of its founder: architect Giacomo Erasmo Mortola.

Since the early 1980s, GEM has played a major role in the cruise ship industry as lead architect and interior designer, counting among its clients the leaders in the cruise market for which GEM has designed a variety of award-winning vessels.

GEM works at every level of the design and construction of ultra-luxury, expedition, and river cruise ships, assisting the owner from the definition of General Arrangement plans in the concept design phase, throughout the detailed interior design development and construction. During the construction phase, GEM operates as liaison and coordinator between the owner, yard and the subcontractors involved in the production of the vessel and coordinates any other design firm involved in the project and assists them to integrate their project into the overall ship design.

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Today, GEM is run by Architect Giacomo Mortola and by his son Lorenzo Mortola a naval architect and Chartered Engineer.

About Jesurum

For more than 150 years, Jesurum has been treasuring the refined spirit of the Venetian culture and its tradition, evolving throughout the years with antique and modern laces, contemporary embroideries and designs, always guaranteeing its elegance and unicity.

Jesurum has been and continues to be an exclusive brand, managed over the years by families who have worked with dedication and spirit of innovation. The core business is still the same over the years, maintaining the mission set by Michelangelo Jesurum himself to produce and distribute undisputed quality for the most prestigious customers.

Jesurum uses raw materials declared completely harmless by the international leading certificate OEKO-TEX® Standard 100 to assure safety health standards to our customer and our environment.

Jesurum's collections are manufactured and entirely and exclusively in Italy.

About La Bottega

La Bottega is a premier provider of exquisite luxury hotel toiletries, catering to the discerning needs of the world's finest hotels and resorts. With a commitment to exceptional quality, impeccable craftsmanship, and elegant design, our brands epitomizes luxury and sophistication. Welcome to Ortigia, a captivating soap brand that encapsulates the vibrant spirit and timeless beauty of Sicily. Inspired by the enchanting island's rich history, natural wonders, and aromatic landscapes, Ortigia delivers an exceptional bathing experience that transports you to the heart of the Mediterranean.

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