

TRADE COMMS GUIDE
V1 PHASE 1 REVEAL—MARCH 2017

Celebrity

ED
GE

Celebrity **X** Cruises®
SAIL BEYOND BORDERS

SHIPS AND LAUNCH DATES

CELEBRITY EDGE LAUNCHES LATE 2018.

Celebrity EdgeSM will be followed by a sister ship, **Celebrity Beyond** in **spring 2020**. Third and fourth Celebrity EdgeSM Class ships will join the Celebrity Cruises fleet in late 2021 and 2022 respectively.

Celebrity Edge, the revolutionary new way to experience the world, begins island hopping through the Caribbean in October 2018. Booking begins 13 March 2017.

EDGE LOGO WITH CELEBRITY ONLY

Use this when the messaging/body copy already references the sail date of 2018.

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Celebrity
EDGE

There should always be a distinct separation between the two logos (Edge and Celebrity). Both can appear in the same layout as long as they are apart from each other.

EDGE LOGO WITH SAIL 2018

Use this when the messaging/body copy does not reference the sail date of 2018.

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There should always be a distinct separation between the two logos (Edge and Celebrity). Both can appear in the same layout as long as they are apart from each other.

TYPEFACE

ALWAYS USE ROBOTO 2.0

<https://fonts.google.com/specimen/Roboto>

Always use uppercase on digital media, but sentence case for all other medias.

COLOR PALETTE

Only use black and white text to let the color of the ship dictate communication, given this art direction is focused on the renderings.

CAMPAIGN OFFER

ALL-INCLUSIVE & MORE.

A ship so revolutionary, so visionary, so utterly unbelievable, needs an offer to match. That's why if you book an Ocean View stateroom or above – on any of our 2018/19 winter Caribbean sailings – between 13 March–3 May 2017, you'll **receive a free Classic Drinks Package for two**. Or **book Suite Class and get all of the following**:

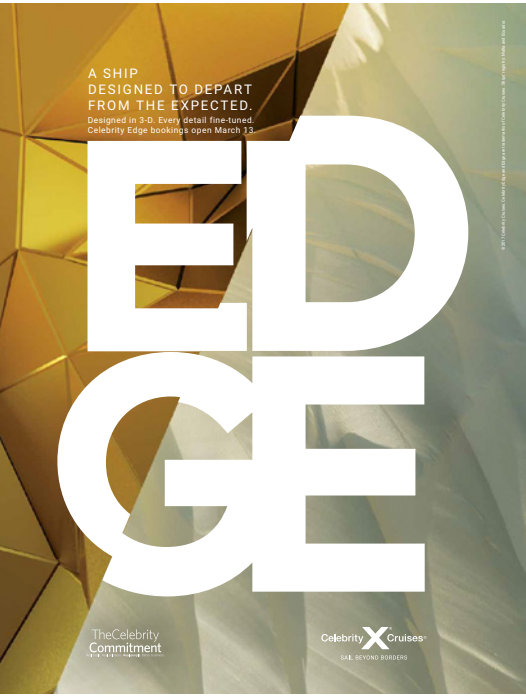
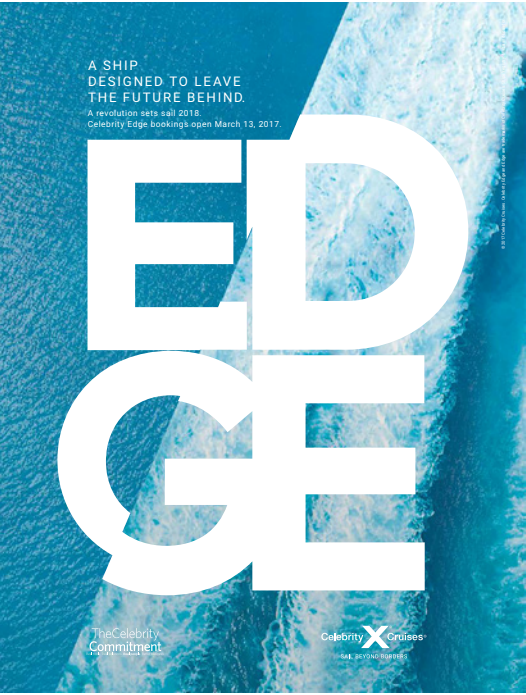
- A free Classic Drinks Package for two
- \$300 to spend on board
- Unlimited WiFi
- Free gratuities

What's more, third and fourth guests will also receive a Non-Alcoholic Drinks Package.

There's nothing quite like an all-inclusive world – especially when it's on Celebrity EdgeSM, the ship designed to leave the future behind.

There is no need to have separate Ts&Cs for Edge however we do need to be clear when marketing Edge that only drinks is applicable for Ocean View to AquaClass. We should avoid using the main campaign headline messaging and then featuring Edge offers within it.

TEASER CAMPAIGN



LAUNCH CAMPAIGN – TRADE AD



Some resorts have
a beautiful view.
Ours has thousands.

Introducing Celebrity EdgeSM, a revolutionary new ship designed to leave the future behind. With spectacular two-story Edge Villas, featuring panoramic views, personal butler service, direct access to the exclusive sundeck and pool, as well as private dining and the concierge lounge. Celebrity Edge stands apart from anything else at sea.

**Bookings now open for winter 2018 Caribbean sailings.
Limited availability.**

LOGO GOES HERE

CTA Goes Here | CTA Goes Here

Celebrity **X** Cruises[®]
SAIL BEYOND BORDERS

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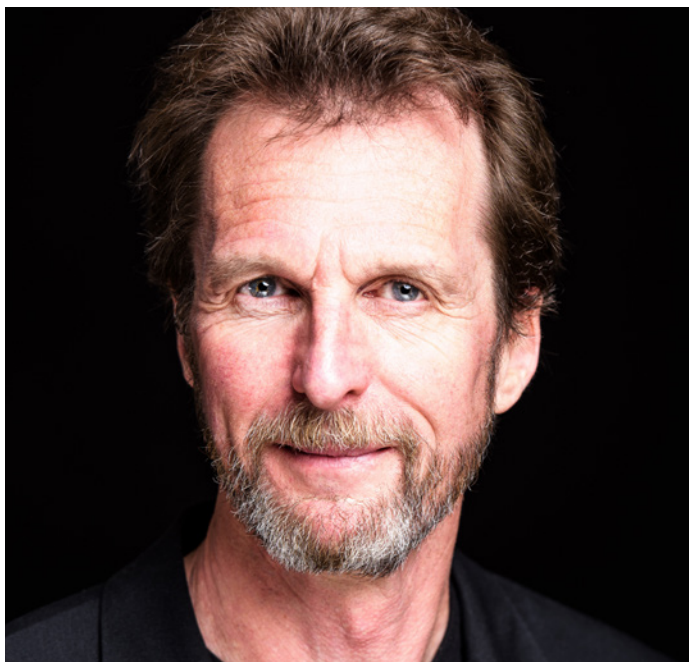
DESIGNERS – KELLY HOPPEN MBE



Meet our Design Team:
multi-award-winning Kelly Hoppen MBE.

With 40 years of experience at the forefront of the design industry, Kelly Hoppen MBE is one of the most celebrated and sought after interior designers in the world. Her globally renowned and ever-evolving style is underpinned by a subtle coordinated fusion of East meets West; clean lines and neutral tones, blended with charming warmth and sumptuous opulence. We knew that working with her and her style was exactly what we needed to make a bold, modern luxury statement.

DESIGNERS – TOM WRIGHT



Meet our Design Team:
internationally acclaimed architect Tom Wright of WKK.

Tom Wright has over 30 years experience in design, and in 2013 set up WKK– an architectural practice dedicated to the pursuit of excellence in design from sketch to reality. With Tom’s vision, we transformed outdoor spaces into serene outward-facing sanctuaries that showcase endless ocean views and the extraordinary places we visit. Each space is designed to inspire you and make you feel more connected to the sea and the world around you.

DESIGNERS – NATE BERKUS

**Meet the Celebrity Cruises® Design Ambassador Nate Berkus.**

Since Nate established his award winning interior design firm at the age of 24, his approachable and elevated philosophy has transformed countless homes around the world through his design work, home collections, books, television shows and media appearances. Nate's work has been featured in publications including Architectural Digest, House Beautiful, VOGUE, InStyle, O Magazine, People and ELLE DÉCOR, which included him on their "A-List" of the world's top designers. Nate believes in the same things as Celebrity Cruises: Beautiful design, modern luxury and opening the world through travel.

50 WORDS GENERIC COPY

CELEBRITY EDGE. A SHIP DESIGNED TO LEAVE THE FUTURE BEHIND.

Celebrity EdgeSM changes everything. The way you experience the world; the way you connect with the ocean; the way you play, dine and unwind at sea. Revolutionary on every level, she's the ship that's setting a new standard of luxury and innovation at sea. The way you cruise will never be the same again.

100 WORDS GENERIC COPY

CELEBRITY EDGE. A SHIP DESIGNED TO LEAVE THE FUTURE BEHIND.

Celebrity EdgeSM changes everything. The way you experience the world; the way you connect with the ocean; the way you play, dine and unwind at sea. Revolutionary on every level, she's the ship that's setting a new standard of luxury and innovation at sea.

Through the latest 3-D technology, we've fine-tuned every detail of the ship like never before. From the incredible Magic Carpet – the world's first cantilevered, floating platform that reaches heights of 13 storeys above sea level – to the private plunge pools in our new Edge Villas; the way you cruise will never be the same again.

ACCOMMODATION COPY

IMPOSSIBLY SPECTACULAR ACCOMMODATION.

We've made the seemingly impossible, possible. Through teaming up with some of the world's best designers, we've created accommodation that has never before been experienced at sea. Our secret? We selected designers who were new to the cruise industry, because we wanted to ensure every aspect of Celebrity EdgeSM would be a departure from traditional thinking about cruising.

Our new Edge Staterooms feature an Infinite BalconySM – touch a button and your entire living space becomes the balcony, letting you walk right out to the water's edge. We created two exciting new suite categories too, and more than doubled the number of suites available. Our new Iconic Suites are now the most luxurious and spacious in our fleet; while our six 2-storey Edge Villas boast 950 square feet of split-level, indoor-outdoor splendour.

We've even created 174 connecting stateroom options, meaning you can connect different rooms for a whole new space. On Celebrity Edge, anything's possible.

MAGIC CARPET COPY

IT'S NOT JUST REVOLUTIONARY. IT'S MAGICAL.

The highlight of our outward-facing vision is the Magic Carpet. The size of a tennis court, and reaching heights of 13 storeys above sea level, it is the world's first cantilevered, floating platform. Majestically situated on the starboard side of Celebrity EdgeSM, making the ship's sleek profile recognisable from miles away, it is designed with comfortable seating, a full bar, and space for live music performances – so it truly is a destination itself.

This spectacular space opens to several decks and transforms into a new and exciting venue depending on where it's positioned – from an extraordinary viewpoint at the very top, where we host mouthwatering experiences such as Dinner on the Edge, to an extension of our luxury embarkation station, The Destination Gateway, on Deck 2.

We invite you to soar over the open ocean while you dine, drink, or simply relax.

DESTINATION COPY

CELEBRITY EDGE'S FIRST SAILINGS WILL BE IN PARADISE, OF COURSE.

After the two-year design period was complete, the question remained, "Where will we go with Celebrity EdgeSM first?" With an incredible ship designed to highlight the destinations, we decided to start in the corner of the world so often referred to as 'paradise' – the Caribbean. Celebrity Edge offers a choice of 7-night sun-soaked itineraries from Fort Lauderdale, Florida.

Uncover the best of the Eastern Caribbean with ports of call including San Juan, Puerto Rico; Tortola, British Virgin Islands; and Philipsburg, St. Maarten. Or take a Western Caribbean voyage to Key West, Florida; Costa Maya, Mexico; Cozumel, Mexico; and George Town, Grand Cayman. But why choose just one? See it all by booking back-to-back sailings for a 14-night luxurious journey.

The minute you set sail, you'll feel completely connected to the islands around you – and every shimmering nautical mile of sea that connects them.

RESORT COPY

A RESORT WORTHY OF EDGE STATUS.

On Deck 14 you'll find endless ways to enjoy the outdoors and connect with the sea. Or as we call it, The Resort Deck, which includes the main pool area, the new Rooftop Garden, the Jogging Track, and the adults-only Solarium.

The Rooftop Garden

Full of unexpected pleasures day and night, The Rooftop Garden is a living urban playscape inspired by childhood playgrounds. Catch a movie at A Taste of Film; dance the night away to a live band; or dine at the Rooftop Garden Grill.

The Pool Deck

With oversized art installations including unique treetop sculptures; two 2-storey Martini glass hot tub; and 165-square-feet by 18-feet-high private Cabanas, The Pool Deck is a spectacular asymmetrical space with a distinct resort-style atmosphere.

The Pool Bar

Situated alongside the 23-metre lap pool (the largest in our fleet) and underneath an ever-changing, abstract mirror installation is the Pool Bar. An serene spot to relax, sip your favourite cocktail and take in your stunning surroundings.

SHIP RENDERS – ACCOMODATION



Edge Stateroom featuring the Infinite BalconySM – exterior view

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SHIP RENDERS – ACCOMODATION



Edge Stateroom featuring Infinite Balcony – interior

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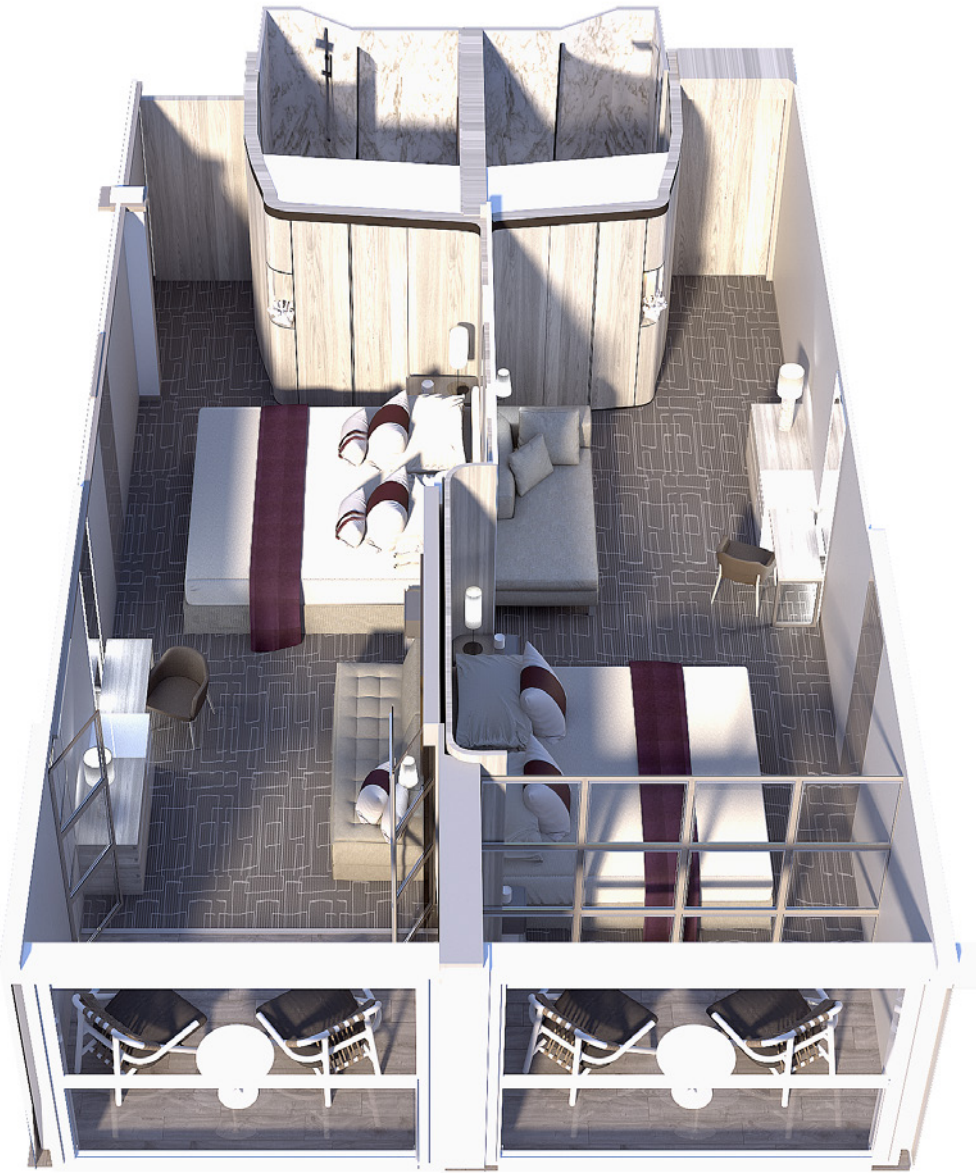
SHIP RENDERS – ACCOMODATION



Edge Stateroom with Infinite BalconySM

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SHIP RENDERS – ACCOMODATION



Edge Stateroom with Infinite BalconySM

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SHIP RENDERS – ACCOMODATION



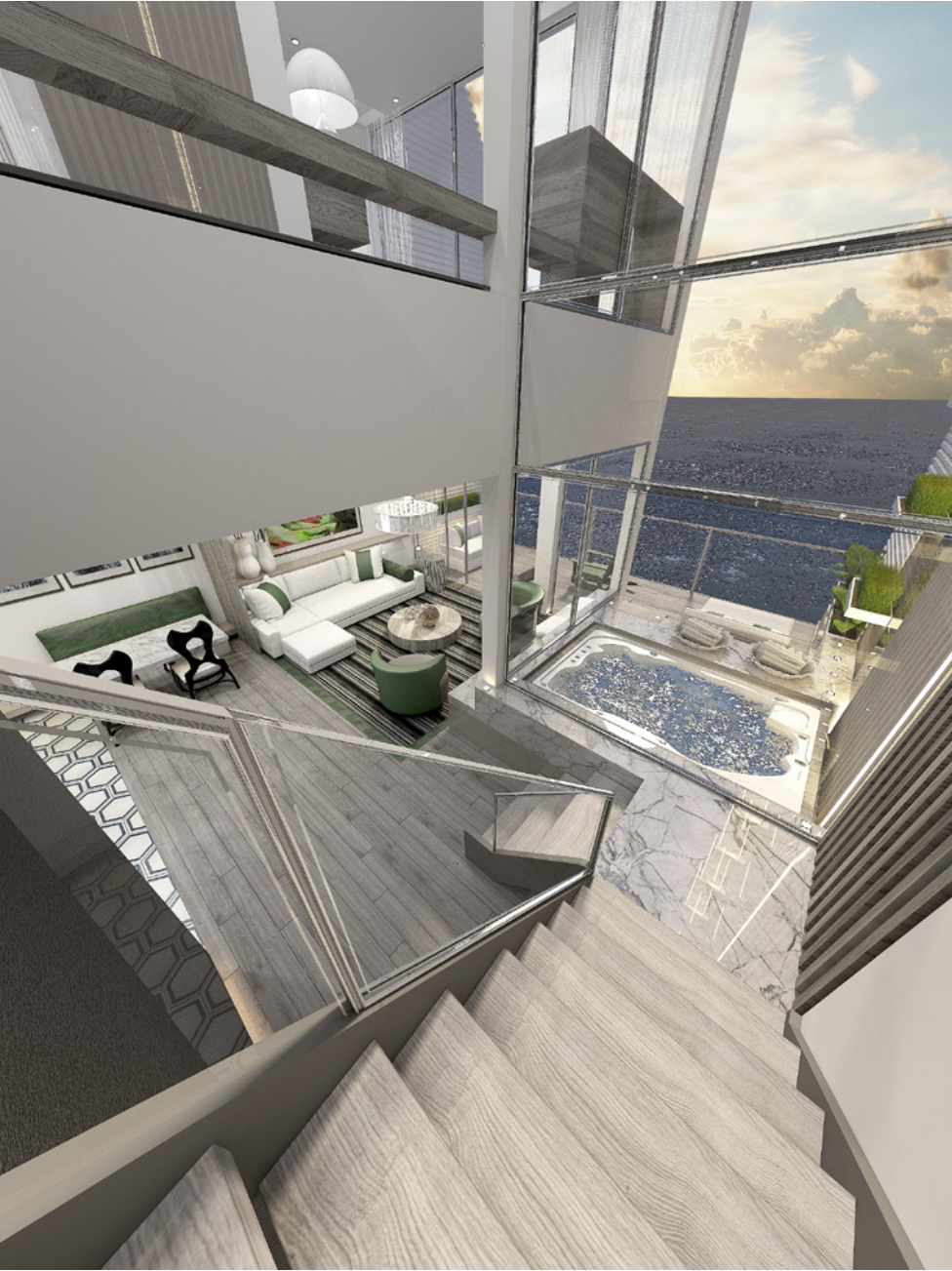
Edge Villa – living area



Edge Villa – exterior

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SHIP RENDERS – ACCOMODATION



Edge Villa – stairway and plunge pool

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SHIP RENDERS – ACCOMODATION



Edge Villa



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SHIP RENDERS – ACCOMODATION



Edge Villa

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SHIP RENDERS – ACCOMODATION



Penthouse Suite – living and dining area



Penthouse Suite – bedroom

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SHIP RENDERS – ACCOMODATION



Penthouse Suite

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SHIP RENDERS – ACCOMODATION



The Retreat Lounge – exclusive for Suite Class guests



Royal Suite – living area

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SHIP RENDERS – ACCOMODATION

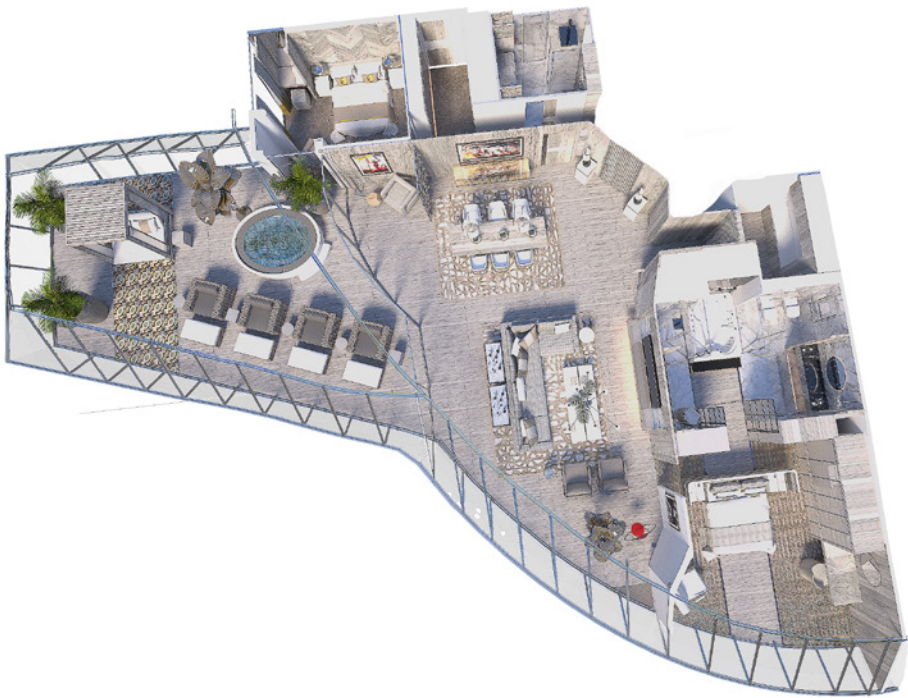


Royal Suite – bathroom

SHIP RENDERS – ACCOMODATION



Iconic Suite – living area



Iconic Suite

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SHIP RENDERS – MAGIC CARPET, DESTINATION GATEWAY & THE RETREAT SUNDECK



Magic Carpet – interior, al fresco dining and lounging area with bar and music



Magic Carpet – exterior, starboard side of ship

SHIP RENDERS – MAGIC CARPET, DESTINATION GATEWAY & THE RETREAT SUNDECK



The Retreat Sundeck and The Retreat Pool – exclusive area for Suite Class guests



Luminae @ The Retreat—private restaurant for Suite Class guests

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SHIP RENDERS – THE RESORT DECK



Main Pool - Cabanas (right)



Pool Bar & Cabanas (right)

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SHIP RENDERS – THE RESORT DECK



Rooftop Garden Grill, day



Rooftop Garden – live music and dancing at night

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SHIP RENDERS – THE RESORT DECK



Main Pool – day, pool and Martini glass hot tub (right)



Solarium – pool, hot tub, and art installation

SHIP RENDERS – THE RESORT DECK



The Cabanas – day, just off the main pool area

DESTINATIONS



Fort Lauderdale, Florida



San Juan, Puerto Rico



Tortola, British Virgin Islands



Phillipsburg, St. Maarten



George Town, Grand Cayman



Costa Maya, Mexico

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DESTINATIONS



Cozumel, Mexico



Key West, Florida

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COMING SOON...

JUNE

CULINARY

SEPTEMBER–OCTOBER

EDEN

DECEMBER

ART

APPENDIX

EDGE STATEROOMS WITH INFINITE BALCONIESSM

- The most transformational aspect of our stateroom design is the introduction of the Edge Stateroom with Infinite BalconySM. These incredible rooms take our standard Balcony Stateroom and, with the touch of a button, blur—even erase—the boundaries between inside and outside living space. Your customers' entire living space becomes the balcony, letting you walk right out to the water's edge. This brilliant innovation gives guests luxurious open air access to the sea, whenever they wish. And that's for starters; every single detail is revolutionary:
- Rooms are now really spacious – 23% larger than Celebrity Solstice[®] Class balcony rooms
- Our new Cashmere CollectionSM bedding features handcrafted, cashmere mattresses from Italy
- Bathrooms are almost 10% larger than in Celebrity Solstice[®] Class
- We've introduced the very latest technology. With in-room automation technology guests can control everything from lighting, to curtains, to temperature, and service with a simple touch screen
- Concierge Class[®] and AquaClass[®] staterooms all feature Infinite BalconiesSM – plus offer a dedicated concierge service

EDGE SINGLE STATEROOMS WITH INFINITE BALCONIESSM

- We don't just have the world covered – we've got every conceivable type of traveller covered too. We know there are some modern travellers who love to explore the world on their own or family members who would just like their own space. So, we created a new stateroom category that fits the bill perfectly.
- Spacious. Stylish. Singular. Our Edge Single Stateroom with Infinite Balcony is perfectly proportioned for the individual traveller
- These rooms offer all the same amenities and services as a double stateroom – just for one
- Perfect for the multi-generational or extended family looking to get together in modern luxury style

APPENDIX

ICONIC SUITES

- We have two Iconic Suites and they offer the best views in the house, these will sell out fast!
- They're also the largest suites in the fleet – each is an expansive 1,880 opulent square feet, not including the outdoor space (where you'll find a private hot tub and stylish furnishings), which adds more than 685 square feet to the grand total
- Positioned high on top of the ship, above the bridge, the two Iconic Suites offer sweeping, panoramic views from front to back – possibly the very best views at sea. Ever.
- More than enough space for six guests
- Every suite boasts two bedrooms – each with a king-sized Cashmere Collection bed
- And two bathrooms – both feature a full shower, whirlpool tub, and the best amenities

EDGE VILLAS

- We're excited to introduce the second new suite category on Celebrity EdgeSM – the Edge Villas
- These six, two-storey luxury residences are the first of their kind in the fleet
- Their unique design seamlessly blends indoor and outdoor living. With two storeys of windows that look out over the terrace
- All feature a three-feet-deep plunge pool and inviting lounge furniture to take in the incredible ocean views beyond, it's an open and airy environment that truly invites the outside in, and vice versa
- Each Edge Villa offers a spacious 950 square feet of split-level, indoor-outdoor splendour
- Perfect size for up to four guests and families of four

APPENDIX

174 CONNECTING STATEROOM OPTIONS TO CREATE A UNIQUE SPACE FOR FAMILIES. ANYTHING'S POSSIBLE.

- Of course, Celebrity EdgeSM will continue to offer adjoining staterooms that allow two of the same category to open to each other for a larger space. Two Edge Staterooms with Infinite BalconiesSM become one. Two Interior Staterooms become one. You get the idea. Only, with Celebrity Edge, we've gone one step further (would you expect any less?).
- We've created 174 connecting stateroom options – many of them offer new and different combinations to create an incredible new space. For instance a new Iconic Suite can be paired with a Royal Suite to create a space for up to 10 guests.
- With these unique new spaces, almost any size of room is possible – meaning they're ideal for multi-generational families travelling together, but who want their own space. They're also perfect for families with a nanny.
- Plus, Suite Class amenities and services will be available to guests in a non-Suite stateroom connected with a Suite.

APPENDIX

THE RETREAT

Kelly Hoppen was at the forefront of creating The Retreat. A luxurious, private space comprising indoor and outdoor areas. Exclusively for Suite Class, The Retreat includes:

The Retreat Sun Deck

A chic, spacious outdoor area with stylish furniture, a full-sized pool, a hot tub and dedicated Pool Butlers – a private paradise aboard a floating paradise.

The Retreat Lounge

Available 24/7, and located just off The Retreat Sun Deck. Guests have access to a concierge who can make any arrangements – on board or off.

The Retreat Restaurant – Luminae

Luminae Boldly elegant, the interior is as distinctive as the cuisine. Exclusively for Suite Class guests and open for breakfast, lunch and dinner

THE MAGIC CARPET

Designed with comfortable seating and a full bar, the world's first cantilevered floating platform reaches heights of 13 storeys above sea level. The size of a tennis court, it opens to several decks and transforms into a new and exciting venue depending on which deck it's positioned:

- On top deck (actually, there isn't a deck here, which makes it even more thrilling), it becomes a venue high in the sky where we host experiences such as Dinner on the Edge
- On Deck 14, it becomes an extension of the main pool area – guests can enjoy breathtaking views and live music
- On Deck 5, it serves as an extension of one of our exciting new restaurants. Here it creates an intimate, open air dining experience that makes the fresh ocean fare taste even fresher.
- On Deck 2, it becomes an extension of the Destination Gateway, which serves as a comfortable and welcoming environment that leads to the name to come for transportation ashore

APPENDIX

THE DESTINATION GATEWAY

- Our new luxury embarkation station – guests are whisked away aboard newly reimagined transports that offer bucket seats, air conditioning and large windows
- When not in use for tendering ashore, it doubles as a learning and activity centre; a space for gaming tournaments; or a state-of-the-art conference room

THE RESORT DECK

The Resort Deck is an array of inspirational spaces on Deck 14 that were designed by Tom Wright of WKK. These include:

Rooftop Garden:

- A living urban playscape inspired by childhood playgrounds
- Catch a movie at A Taste of Film – an interactive fusion of food and film
- Dance the night away to a live band
- Dine at the Rooftop Garden Grill

Main pool area:

- Stunning asymmetrical space with a distinct resort-style atmosphere
- 23-metre pool is the largest in our fleet and features in-pool loungers
- Next to pool are two 2-storey Martini glass hot tub – a first for Celebrity Cruises®
- Oversized art installations in area include unique treetop sculptures
- Above the Pool Bar, is an ever-changing, abstract mirror installation positioned

Private Cabanas:

- Luxurious coves with plush seating and stunning views
- Spacious (165 square feet) and airy (more than 18 feet high)

Jogging Track

- Spans two decks and nearly a quarter-mile long

Adults-only Solarium

- One of the most blissful spots on the ship and features a 3D art wall