

# MALALA FUND COLLECTION

## MALALA: CELEBRATING THE POWER OF ONE

Malala Yousafzai began her campaign for education at age 11 when she anonymously blogged for the BBC about life under the Taliban in Pakistan's Swat Valley. Inspired by her father's activism, Malala soon began advocating publicly for girls' education — attracting international media attention and awards.

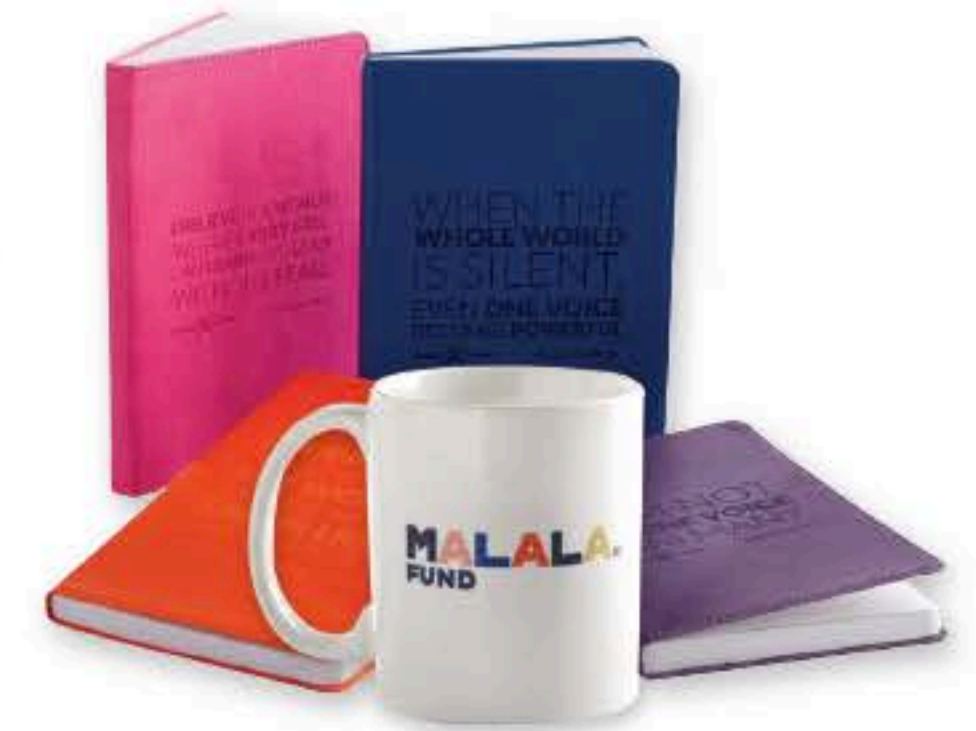
At age 15, she was attacked by the Taliban for speaking out. Malala recovered in the United Kingdom and continued her fight for girls. In 2013 she founded Malala Fund with her father, Ziauddin. A year later, Malala received the Nobel Peace Prize in recognition of her efforts to see every girl complete 12 years of free, safe, quality education.

Celebrity Cruises has launched a partnership with Malala Fund, in a shared commitment to diversity, inclusion and gender equality. Malala is serving as godmother to Celebrity Edge, and the cruise line is one of the charity's corporate partners.

### YOU CAN HELP: MALALA FUND COLLECTION

The Celebrity Shops join the cruise line in supporting Malala Fund's mission. The shops have created Malala Fund Collection, a special assortment of cruise keepsakes to inspire guests and enable them to support Malala's work: 100 percent of proceeds will be donated to the fund, to help reach the more than 130 million girls out of school today.

"Partnering with Malala Fund was a natural fit as we share the same passion and commitment to an incredible cause," Celebrity President and CEO Lisa Lutoff-Perlo said when the partnership was announced. "We believe in opportunities for all, especially as our crew on board represent more than 50 cultures and amazing stories of achievement, education and economic advancement."



"I TELL MY STORY NOT BECAUSE IT IS UNIQUE, BUT BECAUSE IT IS THE STORY OF MANY GIRLS."  
— MALALA YOUSAFZAI



# WOMEN WITH EDGE

WE CELEBRATE WOMEN OF ACHIEVEMENT — ENTREPRENEURS, INNOVATORS AND ACTIVISTS — AND THE FORWARD-LOOKING BRANDS THEY REPRESENT ON CELEBRITY EDGE.

**HOLLIE BONNEVILLE BARDEN**  
*Creative Director, John Hardy*

**MADAME CLICQUOT**  
*Grande Dame of Champagne, Veuve Clicquot*

**RAE FEATHER**  
*Founder, Rae Feather*

**KELLY HOPPEN, MBE**  
*Lead Designer, Celebrity Edge Staterooms*

**REOUT KALLATI**  
*CEO and Designer, Kallati® Fine Jewelry*

**LISA LUTOFF-PERLO**  
*President and CEO, Celebrity Cruises*

**JO MALONE, CBE**  
*Founder, Jo Loves*

**CAPTAIN KATE McCUE**  
*Ship Captain, Celebrity Cruises*

**MELISSA ODABASH**  
*Founder, Melissa Odabash*

**MALALA YOUSAFZAI**  
*Nobel Laureate, Godmother to Celebrity Edge*



**HOLLIE BONNEVILLE BARDEN**

Hollie Bonneville Barden has been called "a jewelry prodigy." She oversees the design of John Hardy's handcrafted artisan works, including the Cinta Collection.

"My design approach shares the company's emphasis on artisanship, timeless beauty and evocative symbolism, and I am thrilled to continue telling the John Hardy story."



**MADAME CLICQUOT**

Madame Clicquot revolutionized the making of champagne when she took over her late husband's wine business in 1805, at just 27 years old. She defied convention as a woman leading in the man's world of business.

"Madame Clicquot's character might be summarized with two words: audacious and intelligent."

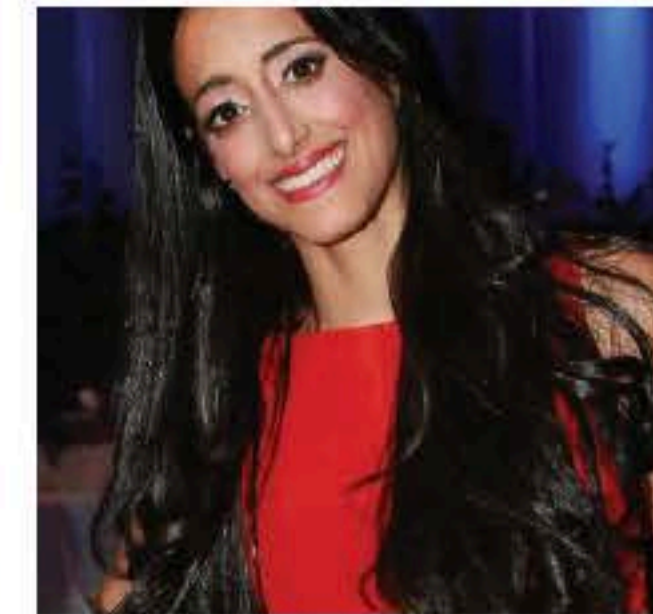
— *Veuve Clicquot history*



**RAE FEATHER**

Rae Feather's eponymous travel and resort wear company works closely with small businesses and social enterprises in less developed countries throughout the world.

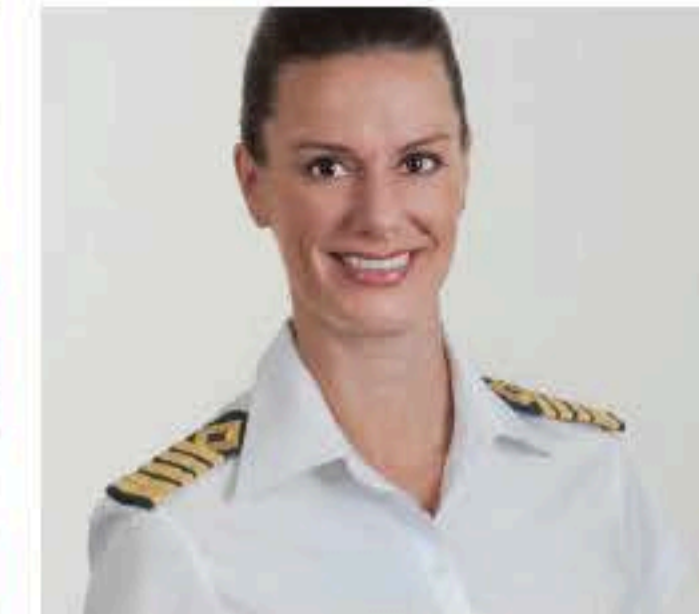
"I think you have to identify what you're good at. You shouldn't be ashamed of being good at something — though you don't need to shout about it."



**REOUT KALLATI**

Reout Kallati's family has a tradition of jewelry making that began in the Persian Empire in the 1700s. Today she continues the family's legacy of creating remarkable designs.

"Part of life, I believe, is embracing not only the opportunities but also the challenges that everyone is faced with."



**CAPTAIN KATE McCUE**

"Captain Kate" is the first American woman to serve as captain of a mega-ton cruise ship; she was given command of Celebrity Summit in 2015 and now helms Celebrity Equinox.

"My dad said, you can do anything in the world you want, including drive the thing." — *On telling her father at age 12 that she wanted to be a cruise director.*



**KELLY HOPPEN, MBE**

Kelly Hoppen's signature "Kelly Hoppen look" and entrepreneurial instincts have won her prestigious design awards as well as membership in the Order of the British Empire.

"Neutral palettes, beautiful textures and an East meets West aesthetic are all parts of my signature look."



**LISA LUTOFF-PERLO**

Lisa Lutoff-Perlo is the first female CEO of a publicly traded cruise line. She hired the first American woman to captain a mega-ton cruise ship and is challenging the industry to improve diversity in all sectors.

"We all bring a unique perspective to the job we do and for me, part of my ability to see things a little bit differently does relate to my gender."



**MELISSA ODABASH**

Melissa Odabash is credited with bringing glamour back to women's swimwear, using innovative textiles and designs that flatter any body shape.

"My designs are crafted as works of art, working in harmony with the body to project inner confidence and inspire true admiration."

# JO LOVES

SCENT IS THE STRONGEST OF ALL THE SENSES, INSTANTLY CONNECTING US TO OLD MEMORIES. FOR FRAGRANCE DESIGNER JO MALONE, CBE, FOUNDER OF THE JO LOVES BRAND OF FRAGRANCE, SCENTED CANDLES AND BATH & BODY PRODUCTS, MEMORIES ARE AN ESSENTIAL INSPIRATION.



"Jo Loves is a lot about storytelling and creativity," says Malone, speaking by phone from the U.K. in the weeks leading up to the launch of Celebrity Edge, the first cruise ship to carry her brand. "On the ship we'll be telling stories and painting people, entertaining them. It's the first time we've done anything like this (at sea), and it's quite exciting."



Malone has been a recognized leader of the fragrance industry for more than 20 years, but hadn't sold at sea until she was invited by her good friend Kelly Hoppen, the new ship's lead stateroom designer. "Kelly asked me if I would consider doing a tiny little Jo Loves store on the ship. Anything Kelly does, I'm excited to be part of it. She has such great attention to detail."



## THE "SCENT MAVERICK"

Signature Jo Loves products on board include Malone's revolutionary invention, the Fragrance Paintbrush™. The pen-like tool holds gel-formula fragrance released through a small brush head and swiped on the skin. Dismissed at first by some, it took the industry by storm. "It's what's turned my little company into a global brand," she says. "I never dreamed it would turn out this way. It's opened up a whole new world, to change the way the whole world wears fragrance."

The success story fits perfectly with her image as "a scent maverick," a name she wears proudly. "I've always been a disruptor, a dreamer, an adventurer. I like thinking of myself as a maverick, someone who goes her own way. I've learned to trust my gut instinct. Every time I try to be what other people want me to be, I fail."

Her gut has been almost as reliable as her nose. She discovered her passion for fragrance while working as a facial therapist in her native London, and turned a talent for creating scented products into the Jo Malone brand, which she eventually sold in 1999 to Estée Lauder, remaining as creative director until 2006 when she left. When the time was right, Jo revealed her new project – Jo Loves – an innovative new scent, bath, body and candle collection inspired by the memories and moments in life that she loves.

## SCENT STORIES

Malone's true art may be storytelling, and she has a captivating subject. "I'm telling the stories of my life through the scents," she says. The fragrance names have true meaning. No. 42 the Flower Shop recalls her first job (at 16) as a florist on Elizabeth Street in London, where she later opened Jo Loves. Green Orange & Coriander reminds her of New York City after a snowfall. And then there's Pomelo, her first fragrance, the one she has worn every day since she created it.

Malone also tells her story in her autobiography, *My Story*. She can't wait to open her world to all those who sail on Celebrity Edge. "This is going to be an amazing adventure," she says.



## THE JO LOVES EXPERIENCE ON BOARD

Guests sailing on Celebrity Edge can discover Jo Loves signature scents and enjoy the brand's innovative Fragrance Tapas experience. It's a selection of Jo Loves scents which the guest chooses as she might order a plate of tapas in a restaurant. "It's tapas for your nose – nothing to eat," Malone explains. "We'll serve a selection of fragrances in our shop area and let people enjoy and be entertained by fragrance."

To experience Fragrance Tapas, just visit Jo Loves in Attraction, the beauty boutique in The Celebrity Shops. An associate will gladly book a complimentary consultation for you.



# EDGE LOGO COLLECTION



Celebrity Edge  
Women's athleisure  
shirt and yoga pants

You can bring home cruise souvenirs with even more meaning, when you shop this specially curated assortment of apparel, lifestyle and collectible merchandise inspired by Celebrity Edge.

Their significance goes beyond the memories they'll evoke every time you use them or admire them in your home. Many items in the collection promote environmental sustainability. For instance, The Celebrity Edge branded athleisure line is made from breathable, sustainable bamboo fabric. Two brands, 4Ocean and S'well, are directly involved in protecting the planet by reducing plastic waste.

## S'IP BY S'WELL: BEAUTIFULLY SUSTAINABLE

In 2010, entrepreneur Sarah Kauss decided she had to do something about single-use plastic water bottles piling up in the waste stream. So she founded S'well. "I believed that if we made a crave-worthy bottle that combined fashion with function, people would stop buying disposable bottles and we could reduce single-use plastic consumption worldwide," she writes on her company's website. "Seven years later, we are the fastest growing woman-owned company in the country!"

Besides making one less reason to use throwaway plastic, S'well supports numerous charitable causes including efforts to bring clean drinking water to vulnerable communities.

The S'ip bottle by S'well is available at The Celebrity Shops. It's not only functional — double-walled, condensation-free and able to insulate both hot and cold drinks — but is playfully designed in a wide range of styles. You'll feel good with every sip.



Celebrity Edge  
Exclusive S'ip by S'well  
water bottle

## 4OCEAN: ONE POUND AT A TIME

An estimated 16 billion pounds of plastic enter the oceans every year, and 4Ocean is on a mission to put an end to that. The company was founded by two surfers who were shocked to see fishermen in Bali literally pushing their boats through piles of discarded plastic.

Guests on Celebrity Edge can help just by buying a special 4Ocean bracelet at The Celebrity Shops. Made from repurposed materials, each bracelet funds the removal of one pound of trash — a campaign called Pull a Pound.

The campaign's results have been impressive: 1.9 million pounds of trash removed from the world's oceans and coastlines.

Which just goes to show: Good ideas can add up to great accomplishments.



Celebrity Edge  
Limited-edition  
4Ocean bracelet



Celebrity Edge  
Exclusive men's polo shirt



Celebrity Edge  
Exclusive zippered sweater