



ROYAL CARIBBEAN EXPANDS RELATIONSHIP WITH INTERNATIONALLY  
ACCLAIMED ARTIST ROMERO BRITTO  
*Allure of the Seas to Feature First Britto Store at Sea*

MIAMI, August 23, 2010 – As Royal Caribbean International prepares for the December 2010 launch of [Allure of the Seas](#), the world's next largest and most revolutionary cruise ship, the global cruise line continues to unveil surprising new features and amenities that will distinguish *Allure* from her sister-ship, [Oasis of the Seas](#). After announcing an integrated partnership with DreamWorks Animations and *Chicago: The Musical* as the ship's signature show, as well as a line-up of new dining, entertainment and shopping options, Royal Caribbean is pleased to share details of yet another new venue that will call *Allure of the Seas* home – the very first Britto Concept store at sea by pop culture icon, Romero Britto.

Royal Caribbean has enjoyed a long relationship with Britto, which began in 2003 when the artist designed the pool deck for the debut of [Mariner of the Seas](#). Marking the next evolution of this partnership, the Britto Store onboard *Allure of the Seas* will be an engaging and interactive space for guests to enjoy the color, innovation and spirit which encapsulates Britto's art. The store will be located in the Central Park neighborhood and will display artwork along with smaller collectible pieces and sculptures of all sizes. A unique sculpture boasting Britto's well-known butterflies will grace the gardens of Central Park directly in front of the store, welcoming guests and providing a cheerful photo opportunity.

Britto will be creating two original pieces exclusive to Royal Caribbean for guests to purchase, including a custom painting which will be available as canvas Giclees, as well as a Royal Caribbean-inspired teddy bear. The artist also will attend *Allure of the Seas*' inaugural sailing on [December 5, 2010](#), providing Britto fans a unique opportunity to interact with the artist in painting parties, autograph sessions and meet and greet events.

Within the store, which will be outfitted in black and white as a contrast to Britto's exceptionally colorful artwork, guests will have the opportunity to learn about the artist himself from a documentary of Britto's accomplishments as well as participate in wine and champagne events, art discussions, and other activities related to Romero Britto. A wide array of artwork, posters, giftware, collectibles and luggage will be available for purchase, ranging from original and limited edition Giclees, to tableware such as teapots and coasters; collectible figurines and sculptures; stationery; umbrellas; children's books; pet toys and much more. A modern day pop culture icon, Romero Britto creates contemporary masterpieces that evoke a spirit of hope and convey a sense of warmth. Embraced by the international community, Britto's paintings and sculptures are currently featured on five continents in more than 100 galleries worldwide. His original artwork, dubbed "the art of healing," brings together bright colors and playful themes with compositional elements of Cubism. Britto's artwork conveys an honesty that reflects his desire to use colors which exude happiness. His belief that "art should be accessible to all, and enjoyed by people of all ages" is a key reason his artwork appeals to art lovers ages eight to eighty.

(more)

*Allure of the Seas* shares the title of the world's largest and most revolutionary cruise ship with sister-ship *Oasis of the Seas*. An architectural marvel at sea, she will span 16 decks, encompass 225,282 gross registered tons, carry 5,400 guests at double occupancy, and feature 2,700 staterooms. *Allure of the Seas* will tout Royal Caribbean's exclusive neighborhood concept of seven distinct themed areas, which will include Central Park, Boardwalk, the Royal Promenade, the Pool and Sports Zone, Vitality at Sea Spa and Fitness Center, Entertainment Place and Youth Zone. The ship will alternate a Western Caribbean with an Eastern Caribbean seven-night itinerary from her home port of Port Everglades in Fort Lauderdale, Fla. Additional information is available at [www.AllureoftheSeas.com](http://www.AllureoftheSeas.com).

Royal Caribbean International is a global cruise brand with 21 ships currently in service and one under construction. The line also offers unique cruisetour land packages in Alaska, Dubai, Europe, Australia and New Zealand, and South America. For additional information or to make reservations, call your travel agent, visit [www.royalcaribbean.com](http://www.royalcaribbean.com) or call (800) ROYAL-CARIBBEAN. Travel professionals should visit [www.cruisingpower.com](http://www.cruisingpower.com) or call (800) 327-2056.

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