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**MSC CRUISES INTRODUCES ANOTHER EXCLUSIVE HIGH-END PARTNERSHIP AS PART OF ITS ONGOING QUEST TO CONTINUOUSLY ENHANCE GUEST EXPERIENCE AT SEA**

*Global hairstyling brand Jean Louis David to enrich MSC Cruises on-board beauty offering*

**MSC Cruises** has announced an exclusive partnership with global hairstyling brand Jean Louis David. The company will introduce Jean Louis David salons across its fleet by the end of the year – another industry-first. The new service will further enhance the already wide and continuously enhanced range of beauty and wellness services available exclusively to its guests across the whole fleet. MSC Cruises’ guests will be now able to also benefit from a whole host of high-end hair styling services from Jean Louis David trained stylists whilst at sea.

It can be a challenge to find the time to have a haircut before a holiday, similarly managing hair styling in different climates and while at sea can be tricky. MSC Cruises guests can now benefit from a comprehensive range of high-end, exclusive hair styling salon services whilst at sea, so that they can enjoy and indulge this additional element of pampering and look fantastic, whatever the occasion. The complete offering includes everything from a shampoo and style through to a hydrating oil therapy to revitalise hair.

**Gianni Onorato**, Chief Executive of MSC Cruises, commented: “*This latest announcement reflects our long term commitment and strategy to bring our guests an ever broader set of unique and often exclusive experiences across our fleet through true, end-to-end partnerships with world-class experts in their field. MSC Cruises and Jean Louis David identified in each other the ideal partner to bring to the world of cruising world-class service also in this area. Additionally, this brings to life – also at this end of our on-board product offering - the elegant side of the Mediterranean that lies at the heart of the MSC Cruises brand.”*

Mr Onorato continued, *“Having an internationally recognised, best-in-class brand on-board means that our guests can trust that they will receive the highest standards of service from exclusively-trained stylists who will deliver outstanding care as well as feature the latest trends in hairstyling. This further adds to an offering that already includes, amongst other, the luxurious MSC Aurea Spa where guests are pampered from head to toe.*”

Jean Louis David is an innovator in the world of hairstyling and is dedicated to excellence in service, thus mirroring key values of MSC Cruises and its guest offering. The brand is internationally recognised, with over 1,000 salons worldwide and the new partnership sees the initial opening of 11 salons at sea with plans to provide this service on the new ships that will be coming into service beginning with *MSC Meraviglia* in June 2017.

Mr Franck Provost , owner of Jean Louis David comments: *“Just like MSC Cruises, Jean Louis David has always sought for excellence in customer service. Both brands offer fashion and lifestyle experience, bringing them together made immediate sense when it comes to enhancing beauty and providing pleasure and well-being. A cruise being a wonderful and special experience for each person, we are proud to rise to the challenge of adding to the never-be-forgotten holidays.”*

The salon stylists on-board the ships will be expertly trained by Jean Louis David specialists, who are always at the forefront of the latest styling and hair care trends. Not only that, but treatments will also represent great value for money with land-based pricing extended also on board.

A range of well-known Jean Louis David products will also be available in the salons for purchase for either on board use or for guests to take home.

The first Jean Louis David salons are already open on *MSC Preziosa*, *MSC Fantasia* and *MSC Poesia.* Guests can expect to see the new salon opening across the entire fleet by the end of the year.

**För mer information och bilder, kontakta:
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