

PRESS RELEASE

November 2, 2015

Viking Line the first on the Baltic Sea with Bath & Body Works

Viking Line has become the first shipping company in the world to launch the US brand of beauty care products, Bath & Body Works. Meanwhile, Viking Line is the first in Finland to introduce the brand. BBW's products – such as shower gels, lotions, fragrances and aromatic oils – are being offered in its own shop-in-shop in the tax- and duty-free shop on board the Viking Grace.

Bath & Body Works is a high-quality brand of beauty care products with over 1,600 shops, mostly in the US and Canada. In Europe, the company's products are already available at the Stockholm Arlanda Airport and in Poland.

“By launching Bath & Body Works, we are continuing our strategy of offering well-known international beauty products on the Viking Grace,” says Eva Rehnström, Purchasing and Sales Manager, Beauty & Fashion at Viking Line.



With the construction of a “shop-in-shop” in the Viking Grace’s tax- and duty-free shop, BBW products ranging from shower gels and lotions to spa products and aromatic oils will have a space of their own with attractive signage. The line offers products for both women and men. Among these is BBW’s top-selling Signature Collection, which includes body lotion, mist, eau de toilette, shower gel and body butter.

“Shopping on board is an important part of the cruise experience. We have fulfilled our customers’ wishes by expanding the shopping possibilities once again with a new product line, available on Baltic Sea only on board the Viking Grace,” says Kaj Takolander, Sales and Marketing Manager at Viking Line in Finland.

Viking Line is launching Bath & Body Works on November 3rd, and the products will only be available on board the Viking Grace. Bath & Body Works is owned by L Brands, which also owns the popular brand Victoria’s Secret.

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