



AIDAluna: Runway for international high fashion against a breathtaking New York skyline

On October 23, 2016, AIDAluna set the perfect stage for an unprecedented fashion event in New York. It was a beautiful, sunny day as model and entrepreneur Jessica Minh Anh presented her "J Autumn Fashion Show 2016" on the sun deck against a breathtaking Manhattan backdrop.

The fashion show was part of Jessica Minh Anh's project "Ocean catwalk" 2016, which was a huge success on the Seine in Paris and in Sydney. Further famous locations for the "J Autumn Fashion Show" have included the Grand Canyon skywalk, the Tower Bridge in London, and the Eiffel Tower in Paris.

On board AIDAluna, Jessica Minh Anh presented the renowned label Debaj Collection from Qatar, the Peruvian artist Ani Alvarez Calderon, the Lebanese talent Rouba.G, the celebrated Polish designer Teresa Rosati, Brazilian jewelry designer Cristina Sabatini, and the Romanian designer duo Silvia Chiteala and Laura Cazacu from the brand Chotronette. Born in Vietnam, raised in Russia, and a resident of Paris today, the fashion show producer also introduced two new faces: Zeina Halabi from Lebanon with her haute couture collection and the Indonesian shooting star Ivonne Magdalena from the label VONE. The "J Autumn Fashion Show 2016" was creatively supported by Fotocare, CHICSTUDIOS NYC, Red Market Salon and Refine Method.

Shortly after the fashion show, on the evening of October 23, 2016, it was time for AIDAluna guests to "cast off!" on a 14-day cruise that departs from New York to travel the east coast of North America via Baltimore, Charleston, Port Canaveral, and Miami, to the Bahamas. From there, AIDAluna guests explore Caribbean dream destinations such as Amber Cove, Samana, and Santo Domingo before the voyage ends on November 5, 2016, in La Romana (Dominican Republic). In culinary regards, the journey is rocked by the "Junge Wilde." Naturally, the father of the "Junge Wilde," Stefan Marquard, is on board too. Along with exclusive live cooking shows, fabulous dinners await guests in the gourmet restaurant Rossini – each dish exquisite and surprisingly different. This collaboration is supported by the popular gastronomy magazine Rolling Pin. "Let's Dance" stars Motsi Mabuse and Christian Polanc delight guests with smashing dance shows under the theme "AIDA dances" and offer various dance workshops. Whether salsa, bachata, or a slow waltz – there's something for everyone. This exciting mix is topped off by exclusive shore excursions.

Rostock, October 24, 2016