



# CRUISE LOOKBOOK









**DMR**  
CREATIVE MARKETING

## 20+ Years in Uniforming & Retail Merch

Since 2001, we have been providing a wide range of branded merchandise and uniforms to top brands in the cruise line, resort and hospitality industries.

# trusted partners

JUST A FEW BRANDS WE WORK WITH



UNITED STATES MINT



## Production Locations

### Monterrey, MX

- 140 Employees
- Screenprinting
- Debossing/Hotstamping
- Custom packaging
- Embroidery
- Pad printing & direct print

### Pompano Beach, FL

- 100 Employees
- Embroidery
- Screenprinting
- Creative Services
- Shipping & Fulfillment

### Amsterdam, NY

- 200+ Employees
- Laser Engraving
- Foil hot stamping
- 4CP Drinkware
- 4CP apparel
- Warehousing fulfillment



# CREATE A CUSTOM ONLINE SHOP



**Curate Your Products** Collaborate with us to select branded products that represent your company. From crew uniforms to customer loyalty gifts, we can help you create the ideal online store for your needs.



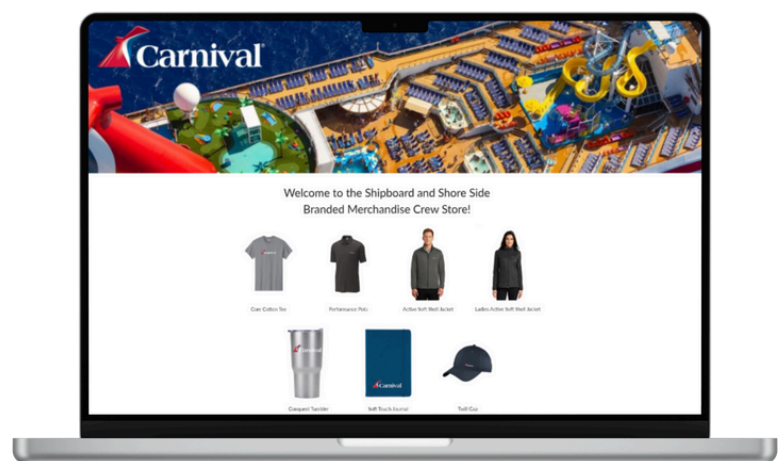
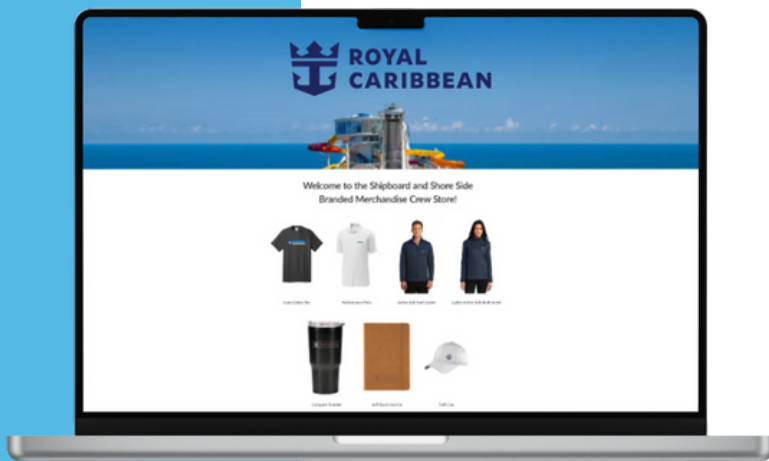
**Your Brand, Your Shop** We'll build a custom online storefront that feels like an extension of your brand. It's more than an online catalog – it's an experience showcasing your company's unique personality.



**Shopping Made Simple** Share your shop's link or QR code and watch the magic happen. Recipients can browse and choose their favorite items at their leisure. We'll handle everything else – from tracking orders to production and delivery.



**Smart, Efficient, and Personal** This approach is about smart resource management and valuing individual preferences. Plus, bulk production keeps costs down without sacrificing quality.





**CREW  
MEMBER  
UNIFORMS**



**POINT  
GREY BLAZER**

**SIGNATURE EZ FIT DRESS PANT**



**BUSINESS CHINO FLAT FRONT PANT**



## CREW MEMBER UNIFORMS

JERSEY KNIT  
ACRYLIC  
CARDIGAN



COMFORT STRETCH POPLIN



POINT GREY SHIRT





## CREW MEMBER UNIFORMS

**POINT GREY  
BLAZER**



**LIGHTWEIGHT POPLIN**



**TWINSET COTTON CARDIGAN & SHELL**



# CREW MEMBER UNIFORMS

POINT GREY SHIRT



POINT GREY WRAP DRESS



POINT GREY SKIRT



SYNERGY  
DRESS PANT





## IN-ROOM GUEST EXPERIENCES



**BUDGET PRO  
OMBRE  
GEL GLIDE  
PEN**



**SOUVENIR® 6" X 9"  
SCRATCH PAD, 25 SHEET**

**SCOTCH® CUSTOM  
PRINTED LINT SHEETS  
POCKET PACK**



**ACADEMY PEN**





## IN-ROOM GUEST EXPERIENCES



SARATOGA RECYCLED  
COTTON TOTE



LIP BALM ON CUSTOM CARD

DIESTRUCK  
SOFT ENAMEL  
KEYCHAIN





**IN-ROOM GUEST  
EXPERIENCES**

**DOUBLE SIDED DELUXE  
BLANKET 50" X 60"**



**ROYAL  
CARIBBEAN**



## IN-ROOM GUEST EXPERIENCES



TECH ACCESSORY  
TRAVEL BAG

MINI  
BACKPACK  
FIRST AID  
KIT



TOWEL  
CHAIR CLIP



HANGOVER/EVENT SAFETY  
& WELLNESS KIT





## GUEST ENGAGEMENT

Hiding rubber ducks on cruise ships has become a fun tradition. Participants decorate & hide them in public areas, while finders take pictures, share on social media, or keep them as souvenirs.



CUSTOM  
RUBBER DUCK



# GUEST ENGAGEMENT

DIESTRUCK ZIPPER PULL

ROYAL  
CARIBBEAN

Carnival®

  
ROYAL CARIBBEAN



3 PACK CUSTOM CROC  
CHARMS ON 4X6 CARD



**GUEST  
ENGAGEMENT**

**CUSTOM MOLDED  
SILICONE  
STRAW TOPPERS**



**INTREPID WATER  
BOTTLE POUCH**



## FITNESS ESSENTIALS



FITNESS  
SET



STRENGTH RESISTANCE  
BAND SET

2 PIECE  
EXERCISE DICE





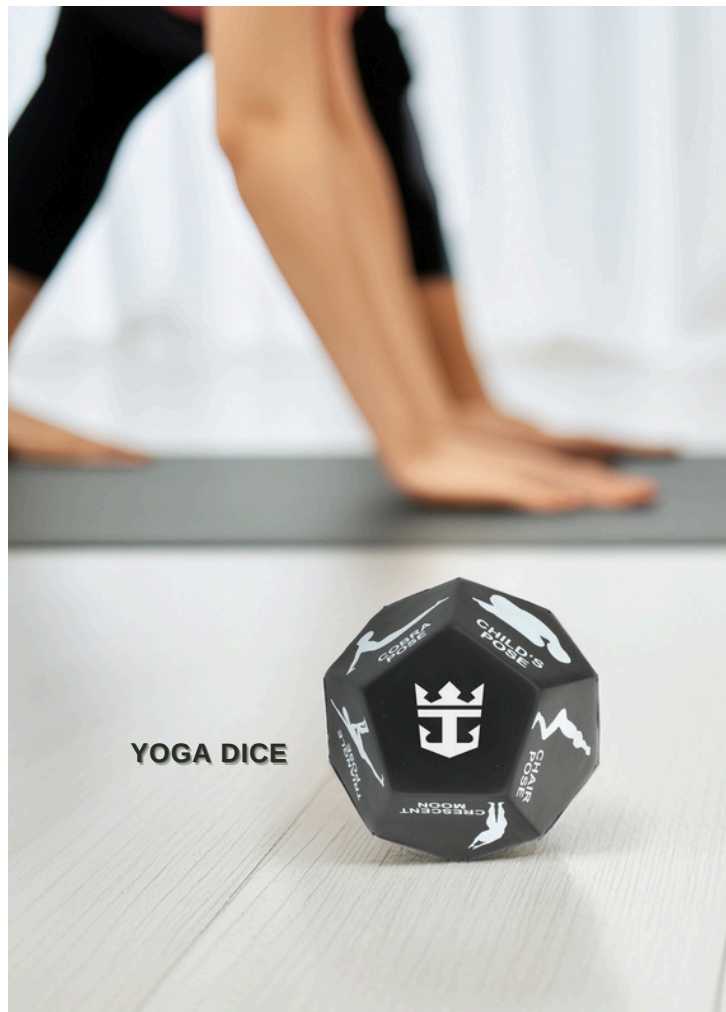
**FITNESS  
ESSENTIALS**



**SARATOGA SATISFY  
TRAVEL MUG 40 OZ**



**HANDS-FREE RECHARGEABLE NECK FAN**



**YOGA DICE**



## CAFÉ PROMENADE

CAN GLASS WITH LID  
AND STRAW 16 OZ



CORK BOTTOM CERAMIC MUG  
WITH LID 13 OZ



EL  
GRANDE  
MUG  
15 OZ





# CELEBRATIONS

CRUISE  
STAINLESS  
STEEL  
WINE  
TUMBLER



FULL COLOR  
SHOT GLASS



BOTTLE  
OPENER KEYCHAIN



# CELEBRATIONS

## HAPPY NEW YEAR GIFT SET



"THE BEAST" DOUBLE WALL  
STAINLESS STEEL GROWLER 64 OZ.



AMBER GLASS BEER  
GROWLERS 64 OZ.



A person is shown from the back, wearing a dark grey t-shirt and dark green cargo pants. A blue sling bag is worn over their shoulder, with a clear plastic water bottle attached to the top. The bag has a vertical zipper pocket on the front with the 'ROYAL CARIBBEAN' logo and an anchor icon. The background is a tropical setting with palm trees, a blue sky, and a body of water with boats.

**EXCURSION  
DAYS**

**HYDRO  
SLING BOTTLE  
CARRIER / COOLER**



## EXCURSION DAYS

CHRIS CROSSBODY  
SLING BAG



5L DRY BAG WITH CLEAR POCKET

CELLY WATER  
RESISTANT  
POUCH





**EXCURSION  
DAYS**



**SARATOGA CLEAR  
TPU STADIUM TOTE**



**SUNFISH WATER RESISTANT TARPAULIN  
UTILITY BAG**



**BLACKWATER IPX6 OUTDOOR  
WATERPROOF BLUETOOTH SPEAKER**



**EXCURSION  
DAYS**

**A DAY AT THE  
BEACH SET**

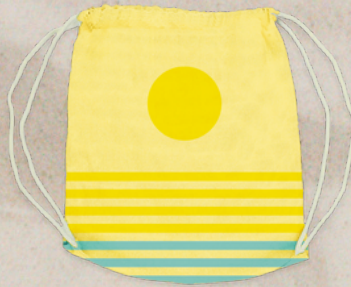
**EMBROIDERED  
TOWEL**





## EXCURSION DAYS

BEACH TOWEL  
IN-A-BAG



ROYAL  
CARIBBEAN

ELASTIC  
BAND

PROCOLOR DRY MAX BEACH TOWEL WITH  
ELASTIC BAND 30" X 60"





## UNIFORMS OR MERCH

LONG SLEEVE  
CORDUROY



HORIZONTAL TEXTURE  
QUARTER ZIP



HOODED COLOR  
BLOCK



VINTAGE  
HEATHER HOODIE





## UNIFORMS OR MERCH

**SHORT SLEEVE  
FISHING**



**ADULT FLEECE  
HOODIE**



**UNISEX SHORT  
SLEEVE**



**LONG SLEEVE  
FISHING SHIRT**





## UNIFORMS OR MERCH

LIGHT WEIGHT  
HOODED JERSEY



PERFORMANCE  
BLENDED FADE



PERFORMANCE  
LONG SLEEVE TEE



WOMEN  
NANTUCKET CREW





[www.dmrcreative.com](http://www.dmrcreative.com)

