



CRUISE

INDUSTRY 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



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.



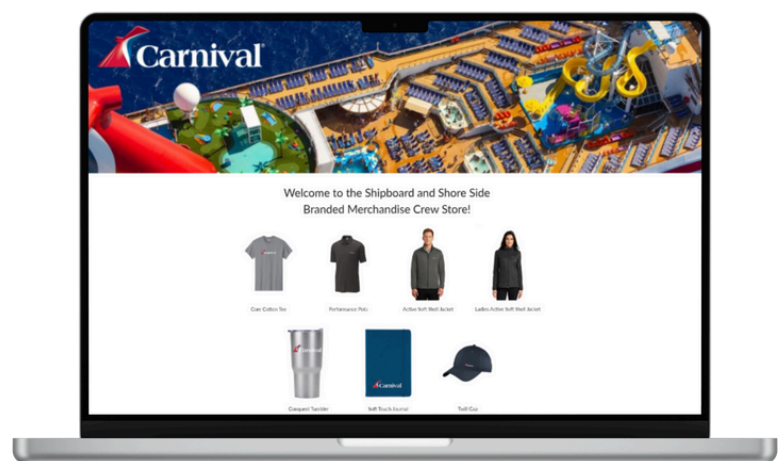
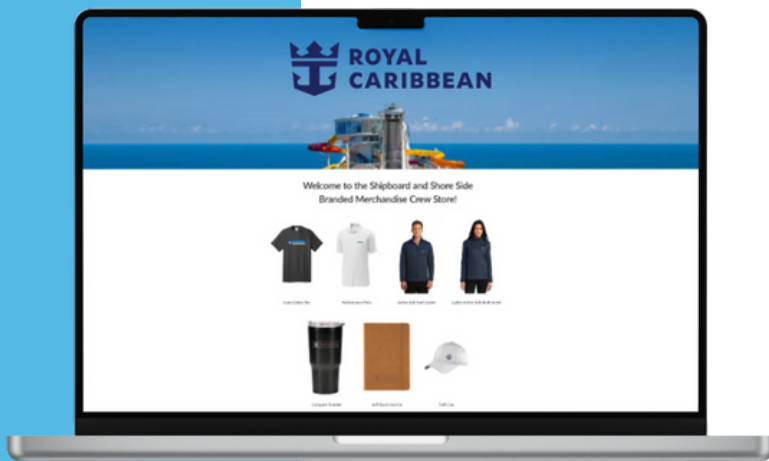
Your Brand, Your Shop We'll build a custom online storefront that feels like an extension of your brand. It's more than an online catalog – it's an experience showcasing your company's unique personality.



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



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



ZPLINE TOURS

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"**



ALOHA PALM
SNORKELING

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



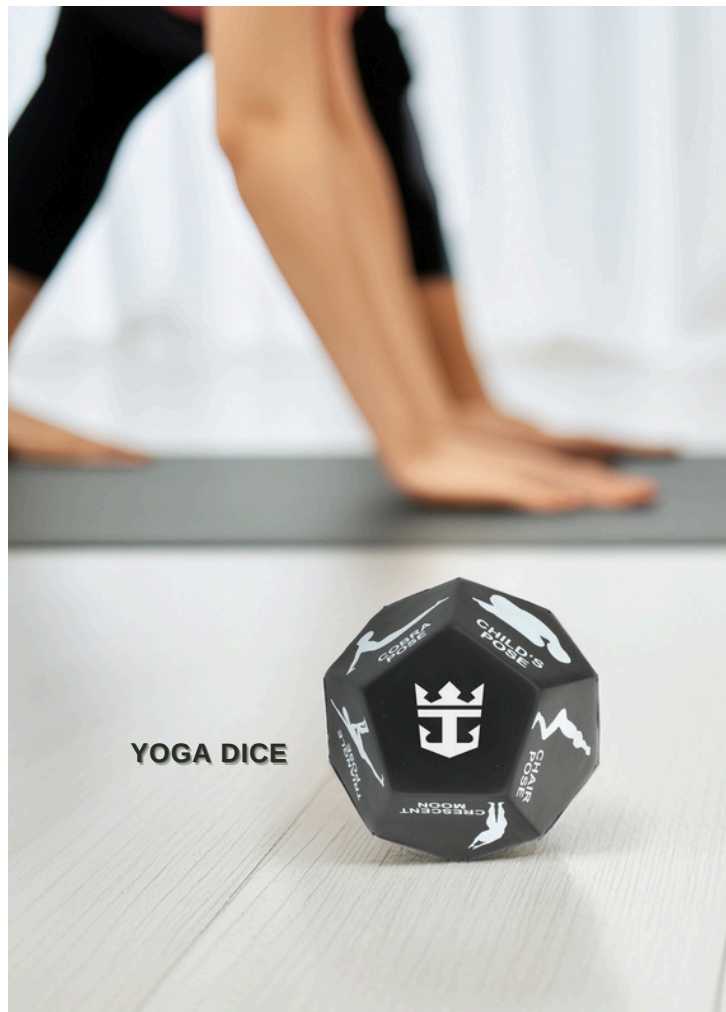
**FITNESS
ESSENTIALS**



**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 jeans. A blue sling bag is worn across their back, with a clear plastic water bottle attached to the top. The bag has a silver zipper and a logo that reads "BAHAMAS TOURS GOOD VIBES". The background is a tropical beach with palm trees, turquoise water, and a wooden walkway.

**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



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

