Where Fashion Meets the Sea: Dream Cruises and LOTI Bring Chinese Design to the region with *Genting Dream*

New collaboration to introduce a dedicated fashion retail space, exclusive merchandise and designer showcases onboard Genting Dream from 2027.



13 November 2026: Mr. Michael Goh, President of StarDream Cruises, and Ms.Pan YuanYuan, the Co-Founder of LOTI, together with StarDream Cruises management, at the LOTI x Dream Cruises Strategic Cooperation Signing Ceremony.

[16 November 2026, Singapore] – Fashion is setting sail on *Genting Dream* as **Dream Cruises** and **LOTI**, an international fashion platform connecting designers, creative talent and original fashion brands, join forces to bring Chinese fashion and design to a wider regional audience. The collaboration was formalised today with the signing of a Memorandum of Understanding (MOU) between **Michael Goh, President of StarDream Cruises**, and **Pan YuanYuan, Co-Founder of LOTI** in Singapore.

Starting in 2027, guests aboard *Genting Dream* can look forward to a fresh fashion experience at sea, featuring a **dedicated fashion retail space onboard**, a curated collection of fashion and lifestyle pieces, and **exclusive merchandise** available only onboard. The collaboration will also bring fashion shows and designer showcases to the ship, turning *Genting Dream* into a unique stage for Chinese designers and original fashion brands to share their creativity with an international audience.

Beyond shopping, guests will have the opportunity to discover emerging design talents, explore contemporary fashion trends and experience the creative expressions of Chinese fashion in an entirely different setting – all while enjoying their holiday at sea.

With *Genting Dream* sailing year-round from Singapore and Malaysia on a selection of 2, 3 and 5 Night cruises, the ship connects guests to destinations across Southeast Asia, including Kuala Lumpur, Melaka, Penang and Redang Island in Malaysia; Phuket, Bangkok and Koh

Samui in Thailand; and Bali in Indonesia. Its diverse international guest profile and regional itineraries provide an exciting platform for bringing fashion, culture and lifestyle experiences closer to travellers from across the region.

> *"Cruising is about creating memorable experiences, and we are always looking at new ways to bring fresh and exciting lifestyle offerings onboard for our guests. Through our collaboration with LOTI, we look forward to bringing a new fashion experience to Genting Dream, from exclusive merchandise and curated collections to designer showcases at sea. Beyond enhancing the onboard experience, this partnership also creates an exciting platform for Chinese creativity to connect with a wider audience across the region,"* said **Michael Goh, President of StarDream Cruises.**

The collaboration brings together two worlds – travel and fashion – creating new ways for guests to discover and engage with creativity throughout their holiday. Whether browsing exclusive collections, shopping for distinctive designs or enjoying a live fashion showcase, guests can look forward to a different kind of experience at sea. At the same time, the partnership opens up new opportunities for Chinese designers and original brands to introduce their work to consumers across Southeast Asia.

> *"LOTI has always been committed to bringing original Chinese design to the global stage. Through this collaboration with Dream Cruises' Genting Dream, we are taking the fashion runway to the sea. Leveraging the unique advantage of a cruise voyage that connects destinations across Southeast Asia, we have created an immersive maritime fashion space that integrates retail, fashion showcases, and exclusive products, allowing guests from around the world to experience the charm of Chinese design while on holiday. This initiative not only opens up a new gateway to Southeast Asia for Chinese designers, but also explores an innovative model that combines tourism, culture, and fashion in overseas markets. By carrying forward the spirit of the Maritime Silk Road, we hope to showcase the creativity and strength of contemporary Chinese fashion to a broader international audience," said* ***Pan Yuanyuan, Co-founder of LOTI.***

Rooted in the cultural heritage of the Maritime Silk Road, LOTI is an international fashion platform dedicated to designer collaborations, fashion customisation and original brand development. Working with designers and emerging fashion labels, LOTI seeks to nurture creative talent, develop distinctive fashion concepts and bring original designs to international markets. Through fashion showcases, designer collaborations and brand development initiatives, LOTI aims to introduce the creativity of Chinese fashion and contemporary design to a wider global audience.

Further details on the onboard fashion retail space, exclusive merchandise and upcoming fashion showcases will be announced ahead of their introduction in 2027.

For more information on Genting Dream sailings, visit www.StarDreamCruises.com.

DREAM CRUISES





Michael Goh, President of StarDream Cruises (right), and Pan YuanYuan, Co-Founder of LOTI (left), signing the Memorandum of Understanding (MOU) to bring Chinese fashion and design to Genting Dream and across Asia.

StarDream Cruises: The Cruise Line that Knows Asia Best.

StarDream Cruises brings together more than three decades of cruising and hospitality expertise, with a portfolio of voyages across Asia and beyond. The cruise line comprises two iconic brands—**StarCruises** and **Dream Cruises**—each with its own distinctive character and approach to cruising, while carrying forward the heritage and experience of their predecessors.

StarCruises is **centred on exploration, offering a more intimate cruise experience** aboard its mid-sized ships, ***Star Voyager*** and ***Star Navigator***, which accommodate around 2,000 guests. The ships sail across Southeast and Northeast Asia and beyond, providing opportunities for guests to discover a diverse range of destinations.

Alongside this exploration-focused offering, **Dream Cruises brings a more expansive and experiential approach to cruising**, with larger ships accommodating 3,500 guests or more, and a broad range of entertainment, dining, leisure and lifestyle experiences. Its flagship, ***Genting Dream***, is homeported in Singapore year-round, offering itineraries across Southeast Asia.

Across both brands, **The Palace** offers a luxurious **ship-within-a-ship experience**, with spacious suites, **24-hour butler service** and exclusive privileges, providing guests with enhanced comfort, privacy and personalised attention.

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