

NCL Stars in TLC's "What Not To Wear" Cruise Special

National TV special filmed on Norwegian Gem premieres Friday, July 11

July 3, 2008 - [PRLog](#) -- Miami-NCL's new "It" Girl Norwegian Gem stars in the first ever cruise episode of TLC's hit show "What Not to Wear," a style makeover show that is one of the network's top-rated programs. During the filming that took place in April 2008, "What Not to Wear" style guru Stacy London surprised Trenton, New Jersey resident Robin Kearns during the seven-day Bahamas & Florida sailing and by the end of the cruise had transformed her into a glamorous woman. The one-hour cruise special airs on TLC Friday, July 11, 2008 at 9 p.m. EST and will be shown again on Saturday, July 12 at 2:00 p.m. EST.

"NCL's new 'It' Girl Norwegian Gem is the perfect setting for such a popular fashion makeover show as TLC's 'What Not to Wear,'" said Colin Veitch, NCL's president and CEO. "With the relaxed atmosphere of Freestyle Cruising, our guests don't have to worry about a strict dress code while on a cruise vacation; instead NCL guests can wear what they want when they want, which viewers will see during this special cruise episode of 'What Not to Wear.'"

Kearns, 42, a data manager and single mother to son Shane, 15, was nominated to be featured in the show by her cousin Heather Kearns-Latini of Trenton, NJ and her best friend Kimberly Bomberry-Smith of Trenton, NJ. Both accompanied her on the cruise. Kearns boarded Norwegian Gem without any knowledge of being featured on the show. On embarkation day, she was enjoying time with her cousin and best friend in the ship's atrium when a video began playing on the two-story screen which revealed Kearns' fashion blunders. A stunned Kearns was then ambushed in the atrium by cameras from "What Not to Wear" as host Stacy London, flanked by Norwegian Gem's officers, strolled down the grand staircase to greet Kearns with a \$5,000 gift card and an offer to be made over from head-to-toe.

"What I thought was just going to be a vacation ended up being a life changing experience for me," said Robin Kearns. "'What Not to Wear' helped me to bring out my inner diva and gave me that extra dose of confidence I needed."

During the cruise, the "What Not to Wear" team followed Kearns' transformation. While visiting Port Canaveral (Orlando), Florida and Nassau, Bahamas, Kearns went shopping using style guru London's famous wardrobe "rules." When back on the ship, Kearns completed her make over in the ship's spa with special help from make-up artist Carmindy Acosta and hairstylist Nick Arrojo.

The big reveal happened on the last day of the cruise in the Stardust Theater amongst a crowd of guests who cheered on Kearns as she went from drab to fab. To complete her experience, she then revealed her look to the rest of the ship at dinner that evening in NCL's signature Le Bistro restaurant with Norwegian Gem's captain, her cousin, best friend and London.

In addition to the atrium, spa and theater, the show also features Norwegian Gem's Bliss Ultra Lounge with its four lane bowling, Courtyard Villa sun deck, Spinnaker Lounge, Bar Central, Star Bar, pool deck and some of the ships 13 restaurants.

NCL Corporation Ltd. is the holding company for various subsidiary companies involved in owning and operating the ships of Norwegian Cruise Line.

NCL is building two new Third Generation Freestyle Cruising ("F3") ships for delivery in 2010. NCL today has the youngest fleet in the industry, providing guests the opportunity to enjoy the flexibility of Freestyle

Cruising on the newest, most contemporary ships in the market, and has recently added its latest new ship, the 2,400-passenger Norwegian Gem.

For more information on booking your Freestyle cruise vacation with Norwegian, call Kenneth Chow, ACC (Accredited Cruise Counsellor) certified cruise counsellor of Cruise Planners at 800-839-7135, kchow@cruiseplanners or www.nycvaluecruise.com from Thursday to Monday from 9AM to 7PM EST.

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