

ETIHAD AIRWAYS TEAMS UP WITH LUXE CITY GUIDES FOR STYLISH NEW BUSINESS CLASS AMENITY KITS

- **Airline teams up with luxury brand LUXE City Guides for stylish new kits inspired by Abu Dhabi, London, Madrid, Los Angeles, Sydney and Hong Kong**
- **Kits include customised LUXE City Guides and exclusive products by Scaramouche + Fandango**

Etihad Airways has launched a colourful new range of collectable limited edition Business Class amenity kits, the result of a unique collaboration between the airline and luxury travel brand LUXE City Guides, the straight-talking, highly curated go-to guide for savvy travellers.

The stylish new kits embody the contemporary and innovative flair synonymous with the Etihad Airways brand, and contain inflight amenities and natural facial products developed exclusively by London-based skincare and grooming brand Scaramouche + Fandango.

Six new stylised kit designs have been created by LUXE City Guides for Etihad Airways, inspired by some of the iconic cities on the airline's extensive global network. The designs for Abu Dhabi, London and Madrid, have been specially produced for Etihad Airways, whilst the Los Angeles, Sydney and Hong Kong kits feature bespoke LUXE artwork. Each kit contains a customised Etihad Airways LUXE City Guide which corresponds to the showcased city, covering everything from hotels and restaurants, to spas, bars, boutiques and bespoke shopping, as well as services, specialists and personal guides.

Scaramouche + Fandango has developed an exclusive unisex comfort kit and skincare offering in collaboration with Etihad Airways. Specially formulated for skincare needs inflight, the range consists of parabens-free products, high in natural ingredients, to enhance onboard wellbeing.

Press release



Calum Laming, Etihad Airways' Vice President Guest Experience, said: "The introduction of these kits is not about providing brand names to our Business Class guests. It is about intelligent design, functionality and providing them with products which are attractive, natural, useful and re-usable. Collaborating with relevant, progressive lifestyle brands such as LUXE City Guides and Scaramouche + Fandango has enabled us to tailor amenities to the requirements of our guests while retaining all the authentic charm and sophistication of the Etihad Airways brand.

"Etihad Airways continues to reimagine the flying experience, setting a new benchmark for innovation and luxury. The introduction of these kits is part of a much bigger journey which was started with the introduction of our new revolutionary cabins on the flagship Airbus A380 and Boeing 787s, and the new service concepts introduced fleet-wide. These collectable kits also reflect the global nature of our business, while simultaneously highlighting the inspiration, style and unique qualities of our home, Abu Dhabi."

The Abu Dhabi kit uses a unique design pattern inspired by the rich architectural heritage of the Emirate, translated into a style best described as Arabian Modernism. The pattern reflects the Etihad Airways' brand and colour palette.

Reminiscent of 1960s pop culture, the London kit uses the bold colours of the iconic London Underground map while the Madrid kit features the red and yellow of the Spanish flag in a pattern symbolising the city's famous annual Carnival.

The initial limited edition offering will be expanded at a later stage, with new designs and more cities to be launched.

Simon Westcott, LUXE City Guides Chief Executive Officer, said: "Etihad Airways offers one of the best inflight experiences in the world. In partnering with LUXE City Guides to create its new Business Class amenity kits, Etihad helps ensure that the premium experience extends long after its guests have landed. It is great to be working with fellow innovators."

Press release



The comfort kit features a luxurious facial moisturiser enriched with vitamin E and made with anti-oxidants and essential oils to combat fatigue and the lower humidity levels in the cabin. Triglycerides and essential oils rebalance the skin's natural moisture. A honey and shea butter lip balm enriched with vitamin E keeps lips hydrated.

The new kits also include a sleep pack containing socks and eyemask, a care pack containing cotton pads and earbuds, in addition to a dental pack and earplugs.

Images of the new amenity kits can be downloaded on:

<https://www.hightail.com/download/bXBiZm1ZYXIENIJ1a3NUQw>

About Etihad Airways

Etihad Airways began operations in 2003, and in 2014 carried 14.8 million passengers. From its Abu Dhabi base, Etihad Airways flies to or has announced plans to serve 113 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 119 Airbus and Boeing aircraft, and more than 200 aircraft on firm order, including 66 Boeing 787s, 25 Boeing 777-X, 62 Airbus A350s and six Airbus A380s.

Etihad Airways holds equity investments in airberlin, Air Serbia, Air Seychelles, Alitalia, Jet Airways, Virgin Australia, and Swiss-based Darwin Airline, trading as Etihad Regional. Etihad Airways, along with airberlin, Air Serbia, Air Seychelles, Alitalia, Etihad Regional, Jet Airways and NIKI, also participate in Etihad Airways Partners, a new brand that brings together like-minded airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits. For more information, please visit: www.etihad.com