

ETIHAD AIRWAYS COLLABORATES WITH LEADING FASHION AND SKINCARE BRANDS IN FIRST CLASS

- Airline chooses Christian Lacroix and Omorovicza for stylish new amenity kits for its world-leading First Class guest experience

Etihad Airways has revealed its new First Class amenity kits, designed in partnership with two leading brands from the worlds of fashion and beauty: internationally renowned fashion designer Christian Lacroix, and pioneering Hungarian skincare brand, Omorovicza.

The attractive new bags will initially be introduced on the airline's Airbus A380 flights between Abu Dhabi and London, New York, Sydney, Melbourne and Mumbai, and then fleet-wide in early 2017.

Calum Laming, Etihad Airways Vice President Guest Experience, said: "The new kits perfectly balance fashion and style with beauty and wellbeing. By forging partnerships with these two innovative lifestyle brands, we are once again able to demonstrate Etihad Airways' continuous commitment to First Class travel, and to providing unparalleled experiences at every phase of our guest's journey with us."

With a reputation for attention to detail and a meticulous approach to design, the Christian Lacroix brand complements the elegance and flair synonymous with Etihad Airways' First Class service. Both the male and female embossed bags come in two rich colours, plum for ladies and grey for men. A second phase will see new kits in burgundy for ladies and black for men.

There are two varieties for both male and female guests – featuring a wash bag and convertible flat case for men, and debossed fold over bags for ladies. The stylish ladies bag is designed to be used as a chic clutch, whilst the men's bag can be used buttoned down as a wash bag or, when opened flat, as storage for tablet devices such as iPads.

Nicolas Topiol, Chief Executive Officer of Christian Lacroix, said: "We are very proud to be partnering with Etihad Airways for its First Class amenity bags. Etihad Airways'

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position as a leading global airline is a wonderful complement to the House of Christian Lacroix.”

The bags contain four anti-ageing and rejuvenating items by Omorovicza, hand-picked from the brand’s ‘Gold’ collection. The anti-inflammatory gold in the luxurious creams, serums, oils and scrubs heals micro-damage and strengthens mature skin, and also achieves maximum efficacy with only pure ingredients and no harmful agents

The inflight essential products include a perfecting lip balm that soothes and nourishes dehydrated lips; a facial moisturiser with cooling gel-cream that absorbs instantly and provides long-lasting hydration; a nourishing, lightly scented hand treatment; and a refreshing cleansing wipe.

Four Omorovicza items will be available in the First Class guest washrooms: a Queen of Hungary face mist: a hydrating and energising mist that refreshes the skin and stimulates the senses; a fragrant and refreshing face and hand wash to cleanse and hydrate the skin without stripping it of its natural oils; and a nourishing, lightly scented hand lotion.

Stephen de Heinrich de Omorovicza, Founder and Chief Executive Officer of Omorovicza, said: “We are very proud that Etihad Airways has selected Omorovicza products for its new First Class amenities, and we look forward to forging a strong and successful collaboration with an airline for which we have the utmost admiration, and whose vision we respect and appreciate.”

Other comfort items included are ear plugs, a comb, a care pack (consisting of cotton pads, ear buds and an emery board), a dental pack, a sleep pack (with comfortable socks and eyeshades), and a relax pack (with pillow mist and pulse point oil). The offering for men also includes a shaving kit.

- Ends -

Photos

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Photographs of the new kit are available by following the link -
<https://we.tl/qusXrBFQ8s>

About Etihad Aviation Group

Etihad Aviation Group (EAG) is a diversified global aviation and travel group comprising four business divisions – Etihad Airways, the national airline of the United Arab Emirates, Etihad Engineering, Hala Group and Airline Equity Partners. The group has minority investments in seven airlines: airberlin, Air Serbia, Air Seychelles, Alitalia, Jet Airways, Virgin Australia, and Swiss-based Darwin Airline, trading as Etihad Regional.

From its Abu Dhabi base, Etihad Airways flies to, or has announced plans to serve, 117 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 122 Airbus and Boeing aircraft, with 204 aircraft on firm order, including 71 Boeing 787s, 25 Boeing 777Xs, 62 Airbus A350s and 10 Airbus A380s. For more information, please visit: www.etihad.com