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Saks elevates plane travel through United Airlines collaboration

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Saks' custom bedding for United Polaris

By STAFF REPORTS

Department store chain Saks Fifth Avenue is establishing in-transit placement by partnering with United Airlines' newly redesigned business class experience.

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For the United Polaris front cabin passengers, Saks teamed with the airline to create a custom bedding. This first-of-its-kind collaboration represents an opportunity for Saks to be part of travelers' flight experience, giving them a tactile interaction with the brand on their journey.

Sweet dreams

United Polaris, which will debut on select international flights starting this December, is designed to be a restful experience. The front of the airline's widebody fleet have been outfitted with individual "pods," which give each flyer access to the aisle with custom seats that can be transitioned to a 6.5-foot-long flat bed.

Following 12,000 hours of research that went into the design of this new service, United found that business class travelers singled out sleep as their top concern.

Adding to the comfort and relaxation prepared for passengers is Saks' custom bedding, which includes duvets, day blankets and a large and small pillow for each traveler with Saks branding. Mattress cushions can also be requested.

Slippers will be available on all United Polaris flights, and pajamas can be requested for routes that take more than 12 hours.

United - Introducing Polaris International Business Class

United is also opening nine United Polaris business class lounges, which will have private daybeds, showers and hot meals. The first, opening in Chicago O'Hare International Airport on Dec. 1, will be followed by openings in Los Angeles, San Francisco, Houston, New York/Newark, Washington Dulles, Tokyo Narita, Hong Kong and London Heathrow in 2017.

"United Polaris will change the game in international business travel with an exceptional level of relaxation and comfort throughout our customers' journeys," said Oscar Munoz, president and CEO of United, in a brand statement. "This completely reconceived experience exemplifies the new spirit of United and the innovation, excitement and operational momentum across our airline."

Travel offers fashion brands an opportunity to integrate their products in an immersive way.

For instance, Italian fashion label Etro partnered with Crystal Cruises to provide branded spa amenities in its guests' staterooms and penthouses.

In the comfort of their own lodgings, cruise travelers can take advantage of both Etro's bath soaps, toiletries and its accessories, including robes and slippers. This gives an experiential entry to the brand's spa collection for those unacquainted, and will associate Etro with the memories created while on-board ([see story](#)).

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