

TRAVEL AND HOSPITALITY

Etihad teams with Jimmy Choo to bolster fashion week presence

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Etihad Airways' A380 with NYFW branding

By STAFF REPORTS

United Arab Emirates airline Etihad Airways is looking to further position itself within the fashion industry through a collaboration with British footwear label Jimmy Choo.

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To celebrate the label's 20th anniversary, the official airline of New York Fashion Week is co-hosting a Jimmy Choo-themed VIP lounge at runway show venue Skylight at Moynihan Station and has decked out a livery with Jimmy Choo and NYFW branding. As Etihad boosts its service to New York, having a presence among the affluent, stylish community at fashion week will help it raise awareness among the stylish set.

On the runway

Etihad was a supporting partner of Jimmy Choo's VIP party for its 20th anniversary campaign launch ([see story](#)). The event included appearances by the models featured in the effort, as well as a live performance by Mary J. Blige.

Together with WME/IMG and Jimmy Choo, Etihad is hosting a VIP lounge at New York Fashion Week, which began Sept. 8 and runs through Sept. 15. Situated in the downtown venue Skylight Moynihan Station, the lounge displays 20 of the brand's most iconic shoes from the past two decades, as selected by creative director Sandra Choi.

The lounge is also decorated with imagery from Jimmy Choo's anniversary campaign, as well as Etihad's uniform campaign lensed by Norma Jean Roy.

Using the lounge as a platform to represent Etihad's on-board experience, furniture from Poltrona Frau will also be on display, including armchairs by architect Peter Marino. The Italian brand is the exclusive leather upholsterer for Etihad's residence, first and business classes.

Further exploring Etihad's hospitality, the Jimmy Choo lounge's entrance boasts an Etihad Airways Atelier, which will enable visitors to have their initials monogrammed onto a luggage tag. These tags will house an insert on Etihad's guest experience, educating unfamiliar lounge visitors on the company.

Jimmy Choo anniversary campaign face Amber Valetta was on hand to unveil the Etihad Airways A380 livery for fashion week. The plane includes "NYFW: The Shows" branding on its engines and doors, while Jimmy Choo prints

are featured in the aircraft's lobby on the upper deck.



Amber Valletta boards Etihad's A380 livery

Etihad's Airbus A380 planes have been refitted to accommodate affluent, discerning travelers who wish to have a flight experience that reflects the comforts of a luxury hotel stay. The Residence's three-room suites are crewed by Savoy-trained butlers ([see story](#)).

After increasing service between Abu Dhabi and New York ([see story](#)), Etihad forged partnerships with the New York City Football Club and New York Fashion Week.

"Jimmy Choo has been revered by the global jetset for two decades, so it is fitting that Etihad Airways partners with the iconic brand, which shares similar ambitions to provide the ultimate in elegance, sophistication and comfort," said Patrick Pierce, vice president of sponsorships at Etihad Airways.

"Our aspiration is to become the airline of choice for the global fashion community, and our collaboration with Jimmy Choo serves as a natural extension of our fashion week alignment, particularly during New York Fashion Week," he said.

Beyond New York Fashion Week, Etihad's celebration of Jimmy Choo's milestone will continue during London Fashion Week and in Abu Dhabi later in 2016.