

HOME FURNISHINGS

## Lalique links with Singapore Airlines for elevated travel retail

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*Singapore Airlines' Airbus A380*

By STAFF REPORTS

French lifestyle brand Lalique is bringing its crystal wares to new heights through an alliance with Singapore Airlines.

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Through the partnership, the airline will retail co-branded in-flight products such as toiletries and glassware in its suites and first class cabins. For Lalique, this represents an opportunity to introduce its brand range to a captive audience of affluent travelers.

### In-flight branding

Singapore Airlines (SIA) and Lalique have signed a memorandum of understanding, which reflects their shared goal of enhancing the on-board experience for suite and first class travelers. Together they will market a co-branded collection that includes loungewear, bedding, toiletries, amenity kits and glassware.

The amenity kits available to these passengers will feature both lifestyle and crystal gifts. Additionally, travelers will be able to take advantage of special offers for Lalique's manufacturing site, its five-star hotel Villa Ren Lalique and its two-Michelin star restaurant in France.



## *Restaurant at Villa Ren Lalique*

SIA's KrisShop Magazine will advertise Lalique items that can be purchased in-flight or via mail order from the consumers' home.

This partnership will launch with SIA's next round of Airbus A380s starting in the second half of 2017. From there, the two companies are considering a long-term working relationship, with the possibility of additional collaborations and an exclusive agreement a possibility in the future.

"We are very pleased to partner with Lalique to offer our premium customers exquisite luxury in the air," said Marvin Tan, senior vice president, product and services at Singapore Airlines. "Both Lalique and SIA have a long heritage. Leveraging the strengths of both companies, we look forward to bringing the finest traveling experience to our customers through this co-brand initiative."

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

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 ([see story](#)).

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