

TRAVEL AND HOSPITALITY

Singapore Airlines prioritizes personal space with hotel-style suites

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Suite on Singapore Airlines' A380. Image courtesy of Singapore Airlines

By STAFF REPORTS

Creating a private travel experience in the sky, Singapore Airlines is rolling out suites in its Airbus A380 fleet.

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The new cabin design, launching next month, features six suites with a fully flat bed and a leather chair, with other amenities that mimic the experience of a hotel. Recently, airlines including Etihad Airways and United have created spaces that feature elevated hospitality.

Suite space

Located in the front of the cabin on the upper deck, Singapore Airlines' suites feature a full-flat bed with an adjustable recline, which can be stowed completely to allow for extra space. Additionally, couples traveling can turn the beds in the first two suites in each aisle into double beds.

Adding an additional chair to each suite prevents travelers from having to adjust their bed from its position. Upholstered in Poltrona Frau leather, these seats swivel and can be altered for lounging positions by using an electronic panel.

Other touches in the suites include a 32-inch monitor, a personal wardrobe and a storage area for a handbag.

In-flight meals will be served on Wedgwood tableware, while guests will be given a Lalique-branded amenity box on board ([see story](#)).

Accessed through a sliding door, the suite area designed by Pierrejean Design Studio also includes two bathrooms, one of which has a sit-down vanity.



Singapore Airlines suite bathroom. Image courtesy of Singapore Airlines

After a four-year development process, the new cabin design will be featured on Singapore Airline's five new A380 planes. Additionally, 14 existing planes will be retrofitted with the new concept.

Research, design and development of this new cabin layout represents an investment of about \$850 million.

"The significant investment that we are making with the introduction of new cabin products demonstrates our commitment to continued investment in products and services, our long-term approach to ensure we retain our leadership position, and our confidence in the future of premium full-service air travel," said Goh Choon Phong, SIA CEO.

"The new cabin products are the culmination of four years of work, involving extensive customer research and close partnerships with our designers and suppliers," he said. "We are confident that the results will genuinely wow' our customers, and ensure that we continue to provide them an unparalleled travel experience."

United Arab Emirates airline Etihad Airways similarly looked to transform air travel into a true luxury hospitality experience with the introduction of The Residence by Etihad in 2014.

Cabin spaces on the Airbus A380 aircrafts were refitted to accommodate affluent, discerning travelers who wish to have a flight experience that reflects the comforts of a luxury hotel stay. By becoming a transitional aspect of a consumer's luxury travel experience, more travelers may be inclined to book flights through Etihad ([see story](#)).