

TRAVEL AND HOSPITALITY

Etihad Airways partners with Armani/Casa to up luxe in business class

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Interiors of an Etihad Airways cabin. Image credit: Etihad Airways

By LUXURY DAILY NEWS SERVICE

Etihad Airways, based in Abu Dhabi, United Arab Emirates, unveiled a new collaboration with Armani/Casa for its business class cabins in October.

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The luxury home goods offshoot of the Milan-based Giorgio Armani fashion house designed a new dining service and textiles set for the airline's fleet, striving to create an elevated premium travel experience for its guests.

"Today we unveil a completely new and elevated way to fly with Etihad Airways an experience defined by our Emirati heritage yet shaped by a clear vision for our future," said Tony Douglas, group CEO of Etihad, in a statement.

"Known globally for its Italian luxury and elegance, Armani/Casa is the ideal brand partner to create an unparalleled level of bespoke service and refinement for our guests," he said.

Fly by night

Part of Etihad's "Beyond Business" offering, the Constellation Collection launches in December, inspired by the stars and using subtle geometric patterns on its pieces.

The new dining service includes ceramics, glassware, cutlery and serveware with refined silhouettes and high-quality mixed materials in contemporary finishes.

The design of each piece was inspired by Abu Dhabi.

The set's multiple textures, from finishes to the patterned cutlery handles, represent the many cultures of the UAE.

The color palette is the dark green of date palms, aquamarine of mangroves and slate of the modern Abu Dhabi skyline.

A matching Armani/Casa pillowcase and duvet set will complete the turndown service, and new memory foam mattresses will top the fully flatbed seats in business class on long-haul flights.

The new collection was also made with sustainability in mind the material and design has reduced equipment

weight by up to 10 percent, resulting in less fuel burn on flights.

<https://twitter.com/etihad/status/1582416297635483649?s=20&t=XY9JzuKk-Eq7xXNd67URjQ>

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