

TRAVEL AND HOSPITALITY

Emirates, Bulgari enhance business, first class experience with product refresh

August 7, 2023



Inclusive of luxury items designed exclusively for the travel giant, the perks are available onboard long-haul flights and select routes, Image credit: Emirates

By LUXURY DAILY NEWS SERVICE

Dubai-based airline **Emirates** is encouraging its guests to try new personal care products.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Rolling out just in time for the fall and winter seasons, passengers can now look forward to receiving Italian jeweler Bulgari's body and hygiene range while onboard. From specially-concocted fragrances to mirrors created using sustainable materials, a curation of miniature items is set to arrive via vegan leather bags produced in eight different limited-edition designs, the total package putting wellness first.

Bags full of Bulgari

Amenity kits are available onboard long-haul flights and select routes, inclusive of items designed exclusively for Emirates.

Though offerings range slightly between business and first class, each toiletry bag carries new scents from Bulgari, housed in specially-created bottles.



The business-class bags hold Bulgari's luxury fragrances and skincare products, offered during the fall/winter season. Image credit: Emirates

With business class deliveries rendered in silver with lilac accents, guests of this grade who prefer feminine touches can choose between two shapes: one a pouch, and the other taking after a more classic toiletry bag silhouette, with both encasing several Bulgari products including the Bulgari Omnia Amethyste face and body emulsion, Bulgari lip balm and Omnia Amethyste Eau de Toilette, which holds notes of pink grapefruit, green sap, rose, heliotrope and wood.

Dental items, deodorant, tissues, a foldaway brush and a double mirror made from wheat straw also accompany the luxury fragrance.

Those going for more masculine aromas may take a liking to one of two contemporary classic black fabric bags in varying shapes with tan vegan leather accents instead. These kits include the Bulgari Pour Homme Eau de Toilette, which smells of water lilies, Darjeeling tea and guaiac wood Bulgari aftershave balm, Bulgari body emulsion, razor, shaving foam, dental kit, tissues, deodorant and a brush made from wheat straw joins the bunch.

The vegan leather bags themselves come in two shapes, as passengers can pick either a classic toiletry bag look or a pouch. The Omnia Amethyste selection comes in a silver bag with lilac accents, with the Pour Homme array in a black fabric case with tan leather accents.

Conversely, first-class flyers have access to four collectible options, with "two in black vegan leather with lilac accents, and two in a high-quality black fabric, some with tan vegan leather accents."

The array placed in these premium bags are personalized, setting them apart from those distributed in business class.

Our Business is your comfort. pic.twitter.com/AvdupRCqDm

Emirates (@emirates) [August 2, 2023](#)

Also separated by 30-milliliter women's and men's products lilac versions contain a specially crafted Bulgari Le Gemme Desiria Eau de Parfum, while tan accented packs include an exclusive bottle of Bulgari Le Gemme Gyan Eau de Parfum details like an engraved gold Bulgari mirror provide travelers with keepsakes created exclusively for the airline.

Those first-class passengers flying aboard the A380 aircraft can also enjoy picks from Swedish luxury brand Byredo within their private suites, and have the option to use Emirates' Onboard Shower Spa, where an entirely separate range of luxury European beauty and skincare products is available for use, among other branded perks ([see story](#)).