

TRAVEL AND HOSPITALITY

Etihad Airways adds luxury amenity kits, loungewear to flight experience

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The new selection includes designer loungewear, slippers, bags and self-care items. Image credit: Etihad Airways

By LUXURY DAILY NEWS SERVICE

U.A.E.-based company Etihad Airways is upping its onboard offerings.

From the end of February, travelers will get to enjoy new amenity kits and loungewear, created in partnership with Italian fashion house Armani and U.K. luxury skincare brand Espa. Those in The Residence, first class and business class will have access to the bespoke range of products.

“As well as offering convenience, style and luxury inflight, our guests will take home their own co-branded Giorgio Armani amenity bag for use when traveling or at home,” said Turki Al Hammadi, head of product and hospitality at [Etihad Airways](#), in a statement.

“These sought-after bags come in collectible colors and styles meaning frequent flyers can build their personal Giorgio Armani collection.”

Flying fashionably

The new selection includes designer loungewear, slippers and self-care items.

Those flying in The Residence, the airline’s exclusive three-room private suite, will get a large Giorgio Armani and Etihad branded folio bag. This is one of the largest amenity kits offered by any brand operating in the sky, according to the company.



Those in the top classes aboard Etihad flights will be treated to bespoke luxury. Image credit: Etihad Airways

Inside there are a plethora of products from Espa. The Hydrating Spa Face Mist, Nourishing Lip Treatment, Restful Pulse Point Oil, Rest and Recovery Night Balm and Rejuvenating Hand and Body Lotion are included in the package.

The British brand is also placing skincare offerings in all premium cabin washrooms.

Other gifts found in the amenity kits include earplugs, dental kits and shades for one's eyes. The aforementioned clothing and footwear are also present, making for relaxation-friendly attire.

The tote itself comes in four colorways and can be used after flights for other travel-specific purposes, like holding documents and laptops.

Guests in first class will receive the two-piece loungewear and plush slippers inside their folio bag. The former item comes in charcoal and is anti-wrinkle to ensure convenience an Abu Dhabi skyline-inspired print adds to the look.

Business class members taking flights over nine hours in length will also receive these fashion items. It was this tier that served as the focus of Etihad's last engagement with Armani ([see story](#)).

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