
Etihad celebrates 787 Dreamliner service to Milan

By **Jane Hobson** on October, 23 2019 | Airline & Terminal News



Etihad Airways celebrated its 787 Dreamliner service to Milan with a party at the iconic Palazzo Clerici in Milan, Italy

[Etihad Airways](#) hosted a party to mark its 787-9 Dreamliner daily services to Milan, which launched last month. Hosted at the [Palazzo Clerici](#) in the heart of the city of Milan, the event also showcased the airline's partnership with Italian brand [Acqua Di Parma](#) and was attended by UAE government officials, diplomats, corporate partners, travel industry figures and social influencers.

The airline's Milan service debuted in 2007, marking its first destination in Italy. The recently

deployed 787-9 Dreamliners demonstrate Etihad's continuing commitment to the Italian market. The 787-9s serving Milan currently feature cabins with 28 Business Studios and 271 Economy Smart Seats, and will soon be among the first Dreamliners in the fleet to feature new Economy Space seating.

"Since the launch of flights between Milan and Abu Dhabi in 2007, Etihad has carried over 1.4 million guests to and from the city, and the route continues to enjoy strong demand from both business and leisure travelers alike," said Robin Kamark, Chief Commercial Officer at Etihad Aviation Group, in a press release from the airline. "The tremendous support and recognition Etihad has received in recent years from Italian guests, partners and stakeholders has been instrumental in strengthening our position as a leader in this important market."



Buzz Products collaborated with Acqua Di Parma for refreshed First Class amenity kits aboard Etihad's 787-9 Dreamliner service to Milan

The celebration highlighted the airline's refreshed First and Business class amenity kits, made possible through partnership with [Buzz](#). The redesigned First Class bag features a new shape and comes in black, while Business Class kits are a convenient zippered pouch in yellow - synonymous with Acqua Di Parma's recognizable brand.

Etihad first partnered with Acqua Di Parma in 2014 when the airline offered the brand's toiletries in The Residence cabin aboard its A380 fleet.

"Partnering with a world-leading airline like Etihad was a natural choice due to its premium services and high-end inflight experience," said CEO & Acqua Di Parma president Laura Burdese. "I see this partnership as an enhancement of a relationship founded on the same shared values of excellence and quality."