
Etihad launches lifestyle shopping guide with Retail inMotion

By **Jane Hobson** on October, 1 2019 | Airline & Terminal News



[Etihad Airways](#), the national airline of the United Arab Emirates (UAE), announced today the launch of a new lifestyle shopping guide called 'Vibe.'

Vibe replaces the current onboard Boutique catalogue, starting today. It will include current fashion and lifestyle trends, top brands, cult products, exclusive releases, event coverage, shows and travel destinations. Regular features will include advice from an in-house health and beauty expert and tips on favorite travel products from selected crew members.

"The guide has been developed after months of research and development, to offer a best-in-class retail experience to Etihad guests," said Andrea Fiore, Head of Global Sales at Retail inMotion, in today's release from LSG Group. "We are enormously excited to launch Vibe into the market. Our market research has shown that the old model of inflight catalogues is outdated; Vibe will engage with passengers at a completely different level, offering great content together with a 'wish-list' of products."

The October issue of the guide will showcase international Fashion Weeks, the best spots to celebrate the New Year and the Abu Dhabi Grand Prix.

The lifestyle shopping guide was developed by [LSG Group](#)'s Ireland-based inflight retailer [Retail inMotion](#) in conjunction with publishing house [Identity](#).

"The launch of Vibe will set a new global benchmark for the inflight retail experience and future enhancements will include an ecommerce platform, a pre-order option and home delivery," said Jamal Al Awadhi, Vice President of Product and Guest Experience at Etihad Airways.

Michael Dennington, Director at Identity, added: "Working with Retail inMotion for Etihad Airways provided us with an exceptional opportunity to leverage our inflight retail publishing expertise, to develop a game-changing concept for the airline. The support and response from suppliers has been truly exceptional."