
Etihad relaunches inflight shopping mag

By **Rachel Debling** on November, 28 2018 | Airline & Terminal News



The November issue of *Boutique* features an all-new look and 90 new products

Boutique, [Etihad Airways'](#) inflight shopping magazine, debuted a new editorial-style look with its November 2018 edition.

The pages feature rich photography, a wider product range and a new contemporary design, with 90 new products, inflight exclusives, gift ideas and brand-new fragrances gracing its pages. Items in the latest issue include recent launches like L'Interdit and Gentlemen by Givenchy, Ombré Leather by Tom Ford and Terre d'Hermès. Erba Pura by Sosprio, from luxury perfume house Xerjoff, is captured on its cover.

Jamal Al Awadhi, Etihad Airways Head of Guest Experience Commercial, said in a statement from the airline: “The new-look *Boutique* has been beautifully redesigned as a modern lifestyle shopping guide to offer our guests a more personalized retail experience.

“An important element of our redesign process was the feedback of our guests. We revamped our product selection to appeal to a wider audience while ensuring we featured items that directly suits the needs and interests of our guests.”

Boutique features eight of the 10 most-wanted fragrance brands in the UAE including exclusively designed perfumes for the Middle East such as Armani Privé Oud Royal and Oud Essentiel, Musc Noble and Santal Royal, three Guerlain fragrances. Carolina Herrera Insignia for men and women, both of which are limited edition, can also be found in the November edition.

A selection of competitively priced products and sets – from Guerlain Terracotta radiance powder to makeup sets by Rimmel, WOW and Revlon – are included in the beauty and skincare section of the magazine. Natural skincare is also featured heavily, with A'kin's certified organic rosehip oil, Tan-Luxe self-tan drops with organic actives and Perricone MD's no makeup foundation and bronzer among the products discussed in the issue.

The accessories and jewelry sections have also been revamped, with trends like a Mulberry Darley crossbody satchel, Salvatore Ferragamo sunglasses and Clogau's Inner Charm Pendant made with rare Welsh gold used by the British royal family being promoted. Jewelry debuts include Melissa Curry's 'Be your own success' gold bracelet for women and Bracenet wrist-wear for men, made from derelict fishing nets salvaged from the ocean. (One percent of Bracenet profits are donated to the Healthy Seas organization.)

Luxury timepiece brands such as Ferrari, Maserati and Versace can also be found in *Boutique*, as well as fashion-forward geometric Chocomoon vintage watches and Abeler & Söhne's new one-handed watch.

Etihad Airways' onboard retail partner, [Retail inMotion](#), developed the new magazine with the airline. The two companies are also working together to enhance Etihad's complimentary food and beverage offering as well as exploring new technology to allow guests to customize their journey.