

Etihad Airways and Buzz reveal luxury amenities lineup



Etihad Airways' amenity kits designed in partnership with Giorgio Armani and ESPA

[Etihad Airways](#) and [Buzz Products](#) have unveiled a collection of amenity kits and loungewear in partnership with Italian design house, [Giorgio Armani](#) and luxury wellbeing brand, [ESPA](#). The airline has also introduced a range of complementary tote bags for passengers on long-haul economy flights.

Combining the experience of Etihad's Emirati hospitality with the luxury of Giorgio Armani, the airline is elevating the inflight offerings for passengers flying in The Residence, First Class and Business Class.

Etihad's partnership with Armani/Casa launched onboard in 2023, featuring jointly branded tableware and soft burnishing across the airline's Business Class.

Bespoke amenity kits will be available in each premium cabin, along with luxury designer loungewear and slippers. The high-end range of products is set to roll out on flights beginning at the end of February.

"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 travelling or at home. These sought-after bags come in collectable colours and styles meaning frequent flyers can build their personal Giorgio Armani collection," said Turkey Al Hammadi, Head of Product and Hospitality, Etihad Airways.

“We’re also very proud to introduce a complimentary range of stylish and functional tote bags to our guests on longer flights in Economy. Not only will these bags be a handy gift, but they’ll help us to further reduce single-use plastic.”

Business Class offerings

Etihad’s Business Class amenity kits, designed by Giorgio Armani, come in two unisex styles: a clutch bag and a cube.

The co-branded Giorgio Armani and Etihad unisex clutch bag is a contemporary design called “The Dunes”, drawing inspiration from the rolling sands of the Liwa desert in Abu Dhabi.

The cube bag features a geometric shape for easy packing and organization in trolley bags, suitcases or wardrobe drawers at home. The bags can be used to conveniently store small tech products, cables or personal items for convenience on the go, making them reusable for passengers post-flight.

The Business Class kits are filled with luxury ESPA skincare products including Nourishing Lip Treatment, Hydrating Spa Face Mist and Rejuvenating Hand and Body Lotion. They also contain comfort and hygiene items such as plush slippers, an eyeshade, earplugs and a travel dental kit.

The Residence and First Class offerings

Passengers flying in The Residence and First Class will receive a Giorgio Armani and Etihad branded large folio bag for their journey. One of the largest amenity kits in the sky, the bag is collectible in four colours and is suitable for carrying documents, tablets or a 13” laptop.

The large folio bag contains products from ESPA, including Hydrating Spa Face Mist, Nourishing Lip Treatment, Restful Pulse Point Oil to aid relaxation in flight, a Rest and Recovery Night Balm and Rejuvenating Hand and Body lotion. Passengers will also find eyeshades, ear plugs and a dental kit inside.

Luxury designer loungewear on Etihad Airways

The Residence and First class passengers will also be gifted bespoke Giorgio Armani and Etihad loungewear and slippers, inside the Giorgio Armani folio bag. Crafted using luxurious fabrics, the modern silhouette of this loungewear is suitable for both relaxing and sleeping while flying and post-flight.

The charcoal loungewear is soft to the touch, anti-wrinkle and features a Henley neckline and bespoke tonal print inspired by the modern Abu Dhabi skyline. The set features matching trousers with pockets. Passengers will receive Giorgio Armani slippers in a matching tonal print with a plush faux fur inner sole for additional comfort.

In Business Class, Etihad draws inspiration from Emirati design with loungewear gifted to all passengers on ultra-long-haul flights longer than nine hours. The soft loungewear is inspired by the traditional Emirati dress and features the iconic Emirati V stitching on the chest.

ESPA skincare products for passengers

Etihad has partnered with aromatherapy and wellness brand, ESPA, to provide luxury skincare products for amenity kits and premium cabin washrooms. This partnership follows Etihad’s collaboration with ESPA to launch its limited-edition 20th-anniversary amenity kits. It’s the first time the natural skincare brand has partnered with an airline.

Economy tote bags

In Economy, passengers on flights longer than six hours will receive a branded tote bag containing their inflight essentials, including gifts of Beekman hand cream, eyeshade and ear plugs.

The tote comes in three collectible designs featuring the tailfin designs of Etihad's aircraft livery, including the Greenliner and Manchester City special liveries. Each bag is made from a 500-millilitre PET bottle rescued from a landfill.