

Etihad introduces Destination Collection amenity kits with LANEIGE partnership



Etihad's Destination Collection amenity kits

[Etihad Airways](#) will roll out a new collection of collectible Business Class amenity kits this summer, combining destination-inspired design with a new skincare partnership with LANEIGE.

Called the Destination Collection, the new line features 14 designs created in-house by Etihad, each inspired by cities across its global network, including Abu Dhabi, Mumbai, Lisbon and Atlanta. The airline says the initiative reflects its focus on delivering a more personalized and design-led onboard experience.

The kits will be offered in two styles, Pouch and Slim, with seven colorways representing different destinations. Each bag includes embossed city names, geographic coordinates and a unique serial number, reinforcing the collectible aspect of the program.

The Abu Dhabi Edition anchors the collection as a tribute to the airline's home, featuring design elements inspired by the Zayed National Museum. Additional destinations will be introduced as the collection expands over time.



LANEIGE skincare products featured inside Etihad's Business Class amenity kit

"This new amenity kit collection reflects everything Etihad stands for: thoughtful design, a strong sense of place, and an elevated guest experience," said Arik De, Chief Revenue and Commercial Officer at Etihad Airways, in a statement.

Alongside the design update, Etihad has partnered with Korean skincare brand [LANEIGE](#) to introduce a curated selection of hydration-focused products in Business Class. The airline says it is the first to collaborate with the brand for an onboard amenity program.

The kits will include products such as the Water Sleeping Mask, Lip Sleeping Mask and hand cream, designed to support hydration and comfort during travel. The collaboration forms part of Etihad's broader wellbeing strategy, which includes initiatives aimed at improving onboard comfort and reducing travel-related fatigue.



Etihad Business Class amenity kit in green

PilKyung Choi, Brand President of LANEIGE, said the partnership extends the brand's skincare expertise into the inflight environment.

"By uniting LANEIGE's skin barrier science with recovery-focused care for travel-stressed skin, we are creating an effortless, sensorial experience designed to support comfort and energy at altitude," Choi said in the same statement.

Etihad says the Destination Collection builds on previous premium onboard initiatives, transforming a functional inflight item into a collectible product that enhances the overall passenger experience.