
Etihad partners with ACQUA DI PARMA

By **Rachel Debling** on July, 24 2018 | Amenities & Comfort



Etihad's First Class guests will be provided with fragrant ACQUA DI PARMA products in the cabin's onboard washrooms

This August, premium guests of [Etihad Airways](#) will have access to a selection of exclusive amenity kits featuring products from [ACQUA DI PARMA](#), an Italian fragrance brand, in partnership with [Buzz Products](#).

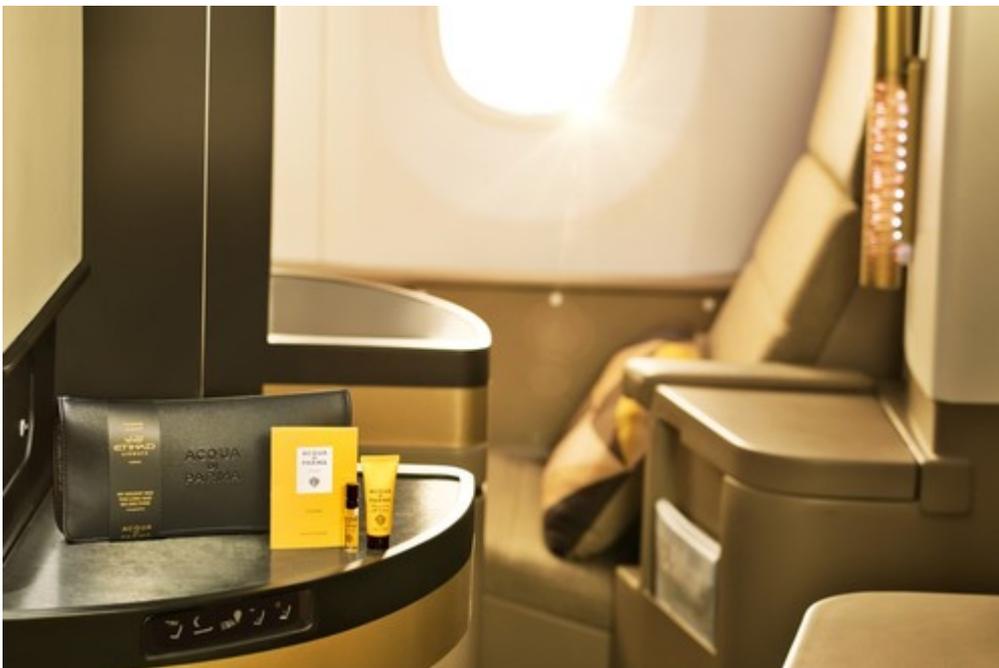
Passengers traveling in Etihad's long-haul First and Business Class cabins, as well as in The Residence on the airline's A380 fleet, will be provided with toiletries from ACQUA DI PARMA, according to a July 23 release. Etihad's flagship First Class Lounge & Spa in Abu Dhabi will also feature products from the brand in its washrooms and showers.



The First Class ACQUA DI PARMA amenity kits are available in the iconic yellow of the Italian fragrance brand

A bespoke range of fragrances and toiletries, such as a Colonia amenity kit ([Colonia Pura](#) for men and [Magnolia Nobile](#) for women), is provided to guests in The Residence, the airline's three-room cabin on A380 flights Abu Dhabi to London, Paris, New York and Sydney.

The First Class amenity bags (see photo above) are available in bold yellow, the trademark of ACQUA DI PARMA, and contain a miniature bottle of Colonia, body lotion and lip balm. Toiletries for First Class guests include Colonia hand wash and cream, as well as Colonia shower gel, body lotion, shampoo and conditioner.



Etihad's latest Business Class amenity kit, featuring ACQUA DI PARMA and seen here in black

Business Class customers are offered unisex wallet kits in black or yellow that can be transformed into a valet tray. The kits contain a Colonia sampler and hand cream, products that will also be available in

Etihad's Business Class washrooms.

The partnership was marked with an event at the St. Regis Hotel in its [Abu Dhabi Suite](#) where a short film (see below) commemorating the alliance premiered to the gathered audience. Guests were also treated to a personal ACQUA DI PARMA fragrance experience.

Linda Celestino, Etihad Airways Vice President Guest Experience and Delivery, said in a statement: "ACQUA DI PARMA is universal in its appeal, effortlessly combining, traditional know-how, craftsmanship and innovation with a modern Italian, yet very international flair. We could think of no better brand partner who stands for the same understated elegance, focus on design, luxury and warmth associated with Etihad as a world-leading airline. We look forward to exploring opportunities to expand our partnership even further."

CEO & President of ACQUA DI PARMA, Laura Burdese, also commented: "After 102 years, ACQUA DI PARMA has become an icon of Italian style, the essence of sophistication and effortless elegance Italy is known for around the world. We are extremely selective when choosing brands to associate with, but partnering with a world-leading airline like Etihad was a natural choice due to its premium services and high-end inflight experience.

"Extending this partnership through an exclusive selection of products in The Residence, First and Business Class, centered around our signature Colonia fragrance, was a highly anticipated extension and development of this long-term association. I see this partnership as an enhancement of a relationship founded on the same shared values of excellence and quality, and the perfect opportunity to bring the Italian warmth and refined elegance over the world in the most gratifying way possible."