

# FORMIA is cultivating elegance

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The Qatar Airways kit for First and Business Class passengers, featuring a Diptyque branded bag and luxury products, with the brand's signature oval

With the responsibility of transporting people from one location to another, the need to deliver a memorable passenger experience is universal for airlines regardless of the regions they operate in.

Hong Kong-based [FORMIA](#) has been helping airlines deliver an excellent passenger experience for two decades and has established offices in Bangkok, Shanghai, Dubai, and most recently, New York. The inflight comfort products and amenities company is no stranger to collaborating with international customers, with an impressive clientele base including [Delta](#), [American Airlines](#), [Singapore Airlines](#), [ANA](#), [Aeromexico](#), [Emirates](#), and [Qatar Airways](#).

Last month, FORMIA spoke to *PAX International* about the exclusive amenity kit and gift box partnership it facilitated between Qatar Airways and iconic French perfumer [Diptyque](#). The new amenity range consists of Diptyque branded bags and gift boxes featuring Diptyque's signature oval, customized for male and female passengers, as well as skincare products, eyeshade and socks. The bespoke products launched on select long-haul route for Qatar's First and Business Class passengers in April.

"The vision behind the collection is to inspire and delight every passenger through meaningful and enhanced experiences that add tangible value and extend long after their journey," says Roland

Grohmann, FORMIA's Chief Executive Officer & Managing Partner.

The amenity kits and gift boxes have Diptyque products, including, 'Nourishing Lip Balm,' enriched with roses and violets to soothe and soften the lips; 'Fresh Lotion for the Body,' with the scent of orange blossoms to refresh sleepy skin for all skin types; 'Essential Face Cream,' for nourishing and replenishing with prickly pear extract to boost radiance; and of course, Diptyque fragrances. The kits and boxes feature 'Eau Rose Eau de Toilette,' an infusion of damascena and centifolia roses, or, Diptyque's signature '34 Boulevard Saint Germain Eau de Toilette' with notes of amber, patchouli, cinnamon and rose.

"Travel is an elegance we cultivate," said Fabienne Mauny, Executive Director of Diptyque, in the April press release from FORMIA. "Diptyque is therefore delighted to offer for Qatar Airways' passengers wellness and pleasure in the skies. To concoct our precious perfumes, we seek out the noblest ingredients from around the globe. With this exclusive collection, we aim to provide enchanting experiences to passengers."

Keeping in line with Qatar's focus on sustainability, the eyeshade and socks are made from RPET, recycled polyethylene terephthalate plastic that is used to make packaging, such as plastic bottles and food containers.

In spring of last year, FORMIA brought Qatar Airways and Diptyque together for the first time with the introduction of a line of luxurious Diptyque toiletries for premium passengers. The range is available in First and Business Class lavatories and at the airline's premium lounges around the world.

The new amenity kits and gift boxes mark the first time Diptyque is available in the cabin.

"I am proud to say that Qatar Airways is the only airline that offers Diptyque products onboard, complementing the washroom amenities offered onboard and in our lounges. This partnership further enhances our world-class passenger experience and will leave our customers with lasting memories of their journey, until we welcome them onboard again," said Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker.