

Qantas partners with Watermark for special edition amenity kit



Watermark's latest amenity kit was available on all flights from Australia and New Zealand to New York and vice versa for the months of June and July

After a three-year pause, Qantas Airways is now flying again from Sydney to New York. To celebrate, the airline facilitated a partnership between Qantas and Australian fashion designer Rebecca Vallance that resulted in a new amenity kit.

The kit, designed for Qantas Business Class travellers, pays homage to New York. "Each piece incorporates Vallance's Avenue Astoria Collection print, which is a nod to the glamorous characters of New York's Waldorf Astoria in the 1970s, where Elizabeth Taylor's and Diana Ross' comings and goings were well documented," a recent release stated.

"Working with Qantas is a dream come true," Vallance said in the release. "Flying the flag for Australian fashion on a global stage and partnering with the national carrier — what an absolute honour."

The partnership was developed to raise awareness of the route and features a monogram of the Qantas "Roo" and Vallance's logo. "The palette of blues and subtle Art Deco undertones reflect the heritage, glamour and sophistication of the Waldorf Astoria's hotel architecture," the release described.

The amenity kits are available on all flights from Australia and New Zealand to New York and vice versa for the months of June and July. The kits were also available to purchase at Qantas Marketplace₁

through points redemption, and, the release reported, were so popular they sold out within hours.

“To see the massive popularity of the kits has been incredible,” Kenny Harmel, Managing Director at Watermark said in the release. “We understand that the small details can make a big difference to the passenger experience. We know this kit will further enhance the onboard experience and it has been a huge pleasure to work with Qantas and such Rebecca to bring the new kit to life.”