

FORMIA brings together Qatar Airways and luxury fragrance brand diptyque



The diptyque range for Qatar Airways is made possible with facilitation by FORMIA

[Qatar Airways](#) has introduced a line of luxurious toiletries for premium passengers created by luxury fragrance brand [diptyque](#). The range is available in First and Business Class lavatories and at the airline's premium lounges around the world. The exclusive collaboration is facilitated by [FORMIA](#).

The collection includes scented hand lotion, hand wash, facial water and face cream. Shower gel, shampoo, conditioner and body lotion complete the range of products offered to premium lounge passengers at Hamad International Airport ([HIA](#)) and other key airport hubs.

The scents

Velvet hand lotion

- With luxurious scents of sweet almond and petitgrain

Hand wash

- With notes of lavender, rosemary, and a hint of ylang ylang

Infused facial water

- With floral notes of rose, Virginia cedar and lemon petitgrain

Essential face cream

- With a heart of roses, voluptuous notes of prickly pear and the freshness of lemon petitgrain

diptyque history

Founded in 1961, diptyque began in Paris with three friends propelled by the same creative passion and unique taste. The brand now has more than 70 standalone boutiques and 700 wholesalers.

The collaboration with Qatar Airways reflects diptyque's celebration of the French art of living, taking passengers on an olfactory journey with the skincare products.

"Both brands' vision is to inspire and delight passengers through creating meaningful and enhanced experiences that will stay with the passenger long after their journey," reads the March 15 press release.

"FORMIA is proud to bring Qatar Airways and diptyque together for an industry-leading first-onboard collection," said FORMIA Chief Executive Officer & Managing Partner Roland Grohman. "The collaboration reflects diptyque's celebration of the French art of living, taking Qatar Airways' passengers on a beautiful olfactory journey with these delightful skincare products. Our aim is to inspire and delight passengers through creating meaningful and enhanced experiences that will stay with the passenger long after their journey, and this collection from Qatar Airways and diptyque does exactly that."

Qatar Airways continues to invest in product and passenger enhancements, despite the restrictions imposed by the ongoing COVID-19 pandemic. Last month, the airline announced it will soon become the first global airline to offer passengers 100 percent Zero-Touch technology for its award-winning Oryx One inflight entertainment system across the A350 fleet.

"We are so excited to be introducing our premium passengers to a new and exclusive range of diptyque toiletries that we hope will become a part of their lifestyles," said Genevieve Rosario, Head of Product Development and Service Design, Qatar Airways. "The lavish and exquisite toiletries are designed to further enhance the customer experience, surrounding our customers in comforting essences and fragrances that will take them on a sensory journey to create travel memories with Qatar Airways. We are proud to be offering world-class products from brands such as diptyque that have a lasting impact on our passengers."

"Travel has formed an integral part of our House since its creation in 1961. We are therefore delighted to partner with Qatar Airways, a company that shares our passion to provide our customers with enchanting experiences," said Fabienne Mauny, Executive Director, diptyque. "We are very happy to launch this exclusive collection of products designed for passenger wellness and pleasure."